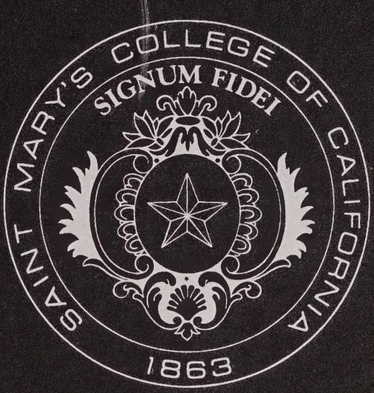
KSMC


SAINT MARY'S COLLEGE OF CALIFORNIA
SIGNUM FIDEI
1863

National®
Brand

67-062

Dennison National Co.
Holyoke, MA. 01041

Virgin Vinyl
Made in USA

MEMO TO: JERRY CARROL
ASSMC TREASURER
FROM: EDWARD TYWONIAK
KSMC FACULTY DIRECTOR
RE: CHECK REQUEST INFORMATION

MAY 19, 1987

This memo is intended as a means of finalizing and formalizing the final series of check requests to be drawn from the ASSMC/KSMC 1986-87 budget allocation. First, a few comments concerning this year's budget allocation and that of the coming academic year.

With all due respect to the ASSMC administration of the 1986-87 academic year, the entire budget allocation process and protocol for governing the KSMC budget was unfortunately confusing at best and oftentimes seriously detrimental to our daily operations (especially our relationships with outside vendors). The reasons for this are many and varied and need not be elaborated here, especially in light of the already obvious set of improvements your office in particular and the overall ASSMC Administration in general has begun to impliment. In light of this, a couple of points of clarification regarding the finalization of the KSMC 1986-87 need to be documented.

1. An accurate and consistant accounting of exactly how much funding was allocated to KSMC from the ASSMC was never given to the KSMC executive officers from the Office of the Treasurer.

2. No consistant accounting or auditing system was evident from the Office of the ASSMC Treasurer.

3. Oftentimes, discrepencies between our own internal KSMC accounting structure and that of the Treasurer were evident resulting in confusion over how much money was available and when it could be accessed

4. During the course of the year, information given to us by the outgoing Treasure as to the amount of money available to us at that particular time determined the types and amounts of purchases and services that were contracted by KSMC. However, we oftentimes found that the information we recieved was not accurate. This problem became compounded by the fact the check request protocol was confusing and we were never quite sure how we were to access the money that was supposedly available to us.

5. When invoices were submitted to the Treasurer for payment, vendors were oftentimes delayed in payment for many months thus damaging credibility of KSMC, the ASSMC and the College at large.

Once again, the responsibilities for these problems obviously rest squarley on the shoulders of the outgoing ASSMC administration. In all fairness however, the KSMC student management should also take partial responsibility for its own failure in getting exact and documented information regarding its own budget allocation and the proceedures used for accessing the budget.

Out of all this will no doubt come a much improved system of accounting and accountability for all funds allocated and spent. The success of such an improvement process could include some or all of the following proceedures:

1. A specific format for requesting ASSMC funding for the 1987-88 academic year.

2. As part of the budget request process, a detailed explanation of what the funds will be used for and the process by which the budget figures were derived should be included.

3. For student supported organizations of "Major Club" status that represent a major draw on available ASSMC resources (eg: Student Media Organizations), a companion document to the budget allocation form detailing not only the predicted expenditures for the upcoming year but also a plan of action for the organization's short and long range future plans (including such topics as: possible sources of outside revenue, operational and management guidelines, the organization's impact to the SMC community and the surrounding community, future budgetary predictions, etc).

4. A clear statement of ASSMC allocation proceedures detailing when funds will be available during the academic year, how much will be available, access guidelines, and other operational information will greatly assist in stopping the confusion that was so apparent this past academic year.

5. A monthly accounting report from the Major Clubs could be submitted to the Treasure's offic detailing current expenditures and predictions for the coming month's expenditures so as to insure proper communication of information between the Treasure's Office and the Organizations and allowing for a much more accurate set of controls for the dissemenation of available funds during the course of the year. This should greatly aid in curbing deficit spending by the ASSMC in general and the Clubs in particular.

These and other practical issues will no doubt be discussed and implimented in some form during the upcoming academic year. Unfortunately, these future policies and guidelines will not impact the current status of the 1986-87 budget as we approach the end of our fiscal and academic cycle.

In converstions with both you and the College Financial Controller, Mickey Marquez, I have expressed concern that the number one priority currently facing KSMC with regards to finances is the wiping out of old debt for the current fiscal year. It is understood that the only way to do this is to debit funds from next year's budget and apply them to this year's allocation. We all know that this form of deficite spending is neither desirable nor sage. However, considering the circumstances we operated under this year, there really is no other solution.

On the positive side, the money that will be debited from next year's allocation **will not be expected to be offset with additional funds from the ASSMC**. Because of a small increase in the operating budget from the College for 1987-88 and several outside fund raising projects planned for next year (of which more will be discussed in later documentation) the money that will be lost for next year's operating expenditures will be offset by this extra revenue. Once again, a full accounting report will be forthcoming when the KSMC budget request for 1987-88 is submitted.

In light of these facts, the following check requests represent what appears to be the final set of invoices for this fiscal year:

1. PAYABLE TO : ED TYWONIAK

WILD PIZZA (REIMBURSEMENT FOR STAFF MEETING REFRESHMENTS)	$ 29.00
CADILLAC BAR & GRILL (REIMBURSEMENT FOR END OF THE YEAR KSMC DINNER)	$100.00
RADIO SHACK (MISCELLANEOUS ELECTRONIC PARTS)	$ 42.66
SCOTTY RENT (RENTAL OF TRENCHING TOOL FOR BASEBALL BROADCAST LOOP INSTALLATION)	$ 42.60
ZACK ELECTRONICS (WIRE)	$ 36.12
TOTAL.......	**$251.18**

2. PAYABLE TO: SAINT MARY'S COLLEGE **$2,300.00**
(ACCOUNT #120.84.486.553.00)
TELEPHONE EXPENSES

THIS ITEM OBVIOUSLY REPRESENTS A MAJOR DRAIN ON ASSMC RESOURCES. UNFORTUNATELY, THE TELEPHONE ACCOUNT FOR KSMC IS ALREADY SEVERELY OVERDRAWN AND MUST BE REPLENISHED. ON THE POSITIVE SIDE, A BUDGET INCREASE FROM THE COLLEGE FOR NEST YEAR WILL COVER ALL TELEPHONE COSTS AND NO FUNDING FOR TELEPHONE SERVICE WILL BE EXPENDED FROM THE ASSMC.

IT SHOULD BE NOTED HERE THAT THE LARGE SUM OF MONEY FOR TELEPHONE SERVICE THIS YEAR WAS DUE TO THE DRASTIC CHANGE IN RATES SINCE DIVESTITURE OF AT&T AND THAT WE DIDN'T EVEN COME CLOSE TO PREDICTING HOW MUCH ACTUAL MONEY WOULD BE NEEDED FOR TELEPHONE EXPENSES THIS YEAR. ALSO, THE PURCHASE THIS YEAR OF OUR OWN TELEPHONE INSTRUMENTS SHOULD SAVE AT LEAST $2,000 IN LEASING FEES CURRENTLY PAID OUT EACH YEAR TO AR&T.

3. SAINT MARY'S COLLEGE BOOKSTORE
4. GENERAL TELEPHONE
5. SAINT MARY'S COLLEGE ATHLETIC DEPT.

Memo to: William McLeod **June 26, 1987**
From: Ed Tywoniak
Re: KSMC Budget Increase

PROBLEM

In a recent discussion with Mickey Marquez over the 1986-87 KSMC budget, concern was expressed about the **PHONE line item (BUDGET ACCOUNT CODE #120.84.486.553.00)** and the fact that it is **37% over budget.**

CAUSE

The reasons this Line Item is over budget are:

1. The impact of the AT&T divestiture on our telepohone costs were expected to be around 15%. However, the actual increase of service cost will be around 50% by the time the fiscal year is over.
2. Because of management problems with regards to the ASSMC Treasury and the handling and distribution of the1986-87 ASSMC/KSMC funds allocation, KSMC was never given the $2,000 we had initially requested and had been promised.
3. In order to bypass the monthly leasing fee charged by AT&T for the individual telephone handsets used at KSMC, we decided to purchase the instruments which will result in a decrease in our telephone expenses this coming year of approximately $2,500.

REQUEST

Because of the over-budget situation for this particular Line Item, it is requested that **a Line Item increase of $2,000 be requested of Mr. Alan Holloway**. These funds will cover the over-budget expenditures already showing in the budget and will cover final telephone bills for the month of July.

I regret having to ask for these additional funds, but due to these circumstances it is obvious that I have no other recourse. Thank you for your assistance.

Memo to: **Ann Merrill**
From: **Ed Tywoniak**
Re: **KSMC Summer Student Job**

July 1, 1987

POSITION: Student Assistant

LENGTH OF EMPLOYMENT: July 1, 1987 until August 31, 1987
This position will not continue into the 1987-88 academic year.

RESPONSIBILITIES:

- Maintain contacts with record companies
- File new records into main library stacks and reorganize main KSMC record library
- Assist in maintaining continuity in summer DJ schedule
- Assist in daily operations proceedures including pick-up and sorting of mail, duplication of written materials and general office duties including answering of telephones, light typing and filing of documents
- Miscellaneous duties involving general station cleanliness and neatness

HOURS OF EMPLOYMENT: To be determined at a later date. Will average approximately 5 hours per week.

PAY RATE: To be determined by SMC Employment Office.

SAINT MARY'S COLLEGE OF CALIFORNIA
P.O. BOX ONE, MORAGA, CALIFORNIA 94575 (415) 376-4411 ASSOCIATED STUDENTS

24 June 1987

Mr. Ed Tywoniak
KSMC Moderator

Dear Mr. Tywoniak,

We would like to invite you to an informal meeting to discuss the radio station. We feel it would be most advantageous to meet over the Summer to discuss our combined goals for the upcoming year.

The meeting will be Thursday July 2nd at 7:30PM. Please give us a call at 631-0886 to confirm or if there are any problems.

We look forward to seeing you again.

Sincerely,

Richard Martin

Richard Martin
ASSMC President

Jeremiah E Carroll

Jerry Carroll
ASSMC Treasurer

Gordon Young

Gordon Young
ASSMC Vice-President

SAINT MARY'S COLLEGE OF CALIFORNIA
P.O. BOX ONE, MORAGA, CALIFORNIA 94575 (415) 376-4411 ASSOCIATED STUDENTS

6 July 1987

Meeting scheduled for Wednesday July 8th at 7:30pm in the Student Conference Room.

AGENDA

I. KSMC's contribution to the student body and to the school as a whole.
  - provide musical entertainment as well as sporting events to the students and to those off-campus listeners.
  - provide excellent training for those students who wish to pursue such a career.
  - recruiting tool for the school.

II. Financial situation.
  - allocation of funds and overspending

III. Relationship between the ASSMC Media Board and the student leadership of KSMC.
  - the role of the Media Board in selecting the student manager.

IV. Student responsibility for conduct in KSMC office and broadcast room.
  - complaints from both students and administration concerning parties,etc.

V. Relationship between KSMC and ASSMC classes and clubs.
  - fee charged for KSMC Mobile Unit.

VI. Goals for the upcoming year.
  - format
  - staff
  - structure
  - budget
  - special events

VII. KSMC in the next five years.
  - where are we headed?
  - what can we do now to ensure a successful future?

The meeting will end at 9:00pm.

KSMC
9.5FM/88.9FM-Cable
St. Mary's College
Moraga, CA

PROGRAM LOG

Name:
Date:
Time On/Off:

Time	Program Title	Intl's

☐ **EBS Test** received at ____________ *If you receive a test, complete this section, and check the box.*

DJs - You must play all the Items listed on the Program Guide section at the time specified.
All Items not listed on the Program Guide are Entertainment.

KSMC
89.5FM/88.9FM-Cable
St. Mary's College
Moraga, CA

MUSIC LOG

Name:
Date:
Time On/Off:

Artist Name	Song Title	Media	Type

Media Format Codes: **CD** - Compact Disc **CDS** - CD Single **LP** - Album **12** - 12" Single **CA** - Cassette **7** - 7" Single

SAINT MARY'S COLLEGE OF CALIFORNIA
MORAGA, CALIFORNIA 94575
(415) 376-4411
VICE PRESIDENT FOR STUDENT AFFAIRS
AND DEAN OF STUDENTS

March 8, 1982

Mr. Edward Tywoniak
General Manager, KSMC-FM
St. Mary's College
St. Mary's, CA 94575

Dear Ed:

I was able to distribute your report to members of the Administrative Council prior to our meeting on Friday, March 5, 1982. We were not able to discuss the various aspects of the report, but hope to do so in subsequent meetings. Because they had a chance to review the report in advance, several points became clear.

1. The Punk Rock segment of our programming is not acceptable type of music for a Christian institution. I have indicated to you in the past concern that members of the Student Council have indicated to me regarding Punk Rock music. Br. Mel himself has surveyed a number of students representing a fairly good cross section, and it is their view that the playing of Punk Rock music on the College's radio station is unbecoming to St. Mary's College.

I would ask, therefore, that you eliminate the Punk Rock segments of your programming effective immediately. If you are unable to find alternate programming during those hours, you have my permission to cease broadcasting at 9:00 p.m. on those evenings.

2. There is strong reservation about the presence of high school students in the station. Until such time that I can discuss this matter with you in more detail, I would ask that you not allow high school students into the station.

When we have had a chance to review your report in greater detail, I will meet with you to discuss other considerations. However, I believe our goal for the station is clear: To have programming that truly reflects the tradition of the Christian Brothers and St. Mary's College as an academic institution.

If you have any questions on the above points, feel free to contact me.

Sincerely,

William D McLeod

William D. McLeod, Dean of Students and
Vice President for Student Affairs

WDM/sd
cc: Br. Mel Anderson, President

To find out information concerning the needs and listening habits of a radio station's audience, a survey is one of the best procedures that will help to serve as a guideline for reconstructing a musical programing format for a radio station. One of the many things that a radio station must concern itself with is making sure that it is serving the needs of its listening audience.

The recent feedback from the Saint Mary's college administration, concerning the programing format of KSMC-FM, has led us to understand what questions need to be asked and who to question. Our next step was to conduct a survey to provide us with sufficient information to support or not support such feedback and help us to evaluate the stations present programing format.

The next pages are a sample of the survey we randomly distributed to faculty and students of Saint Mary's college. The following pages contain random samples of answers, results, evauations of answers, and personal opinions of the survey and KSMC-FM.

General Information:

125 surveys were randomly distributed and 100 were returned. Of the 100 surveys returned:

MALES	48
FEMALES	52
ON-CAMPUS	64
OFF-CAMPUS	36
STUDENTS	85
FACULTY	15
KSMC MEMBERS	3

[illegible]

This survey is to evaluate Saint Mary's College student radio station, KSMC-FM, and what improvements or changes should take place in the programming format of the station. Please answer all questions thoroughly and honestly. Feel free to use the back side to answer questions.

Check one of each group:
- ☐ Male
- ☐ Female
- ☐ Student
- ☐ Faculty
- ☐ On-Campus
- ☐ Off-Campus

How would you define non-commercial/educational radio?

How does the programming format of a non-commercial/educational radio station differ from that of a commercial radio station?

What is your least favorite form of music and why?(BE SPECIFIC)

What is your favorite form of music and why?(BE SPECIFIC)

Do you feel that you have viewed your least favorite and favorite form of music with a non-prejudicial opinion? Explain.

Have you ever listened to Saint Mary's College non commercial/ educational radio station KSMC-FM?

A)If not, what station(s) do you listen to and what kind of music do they play?

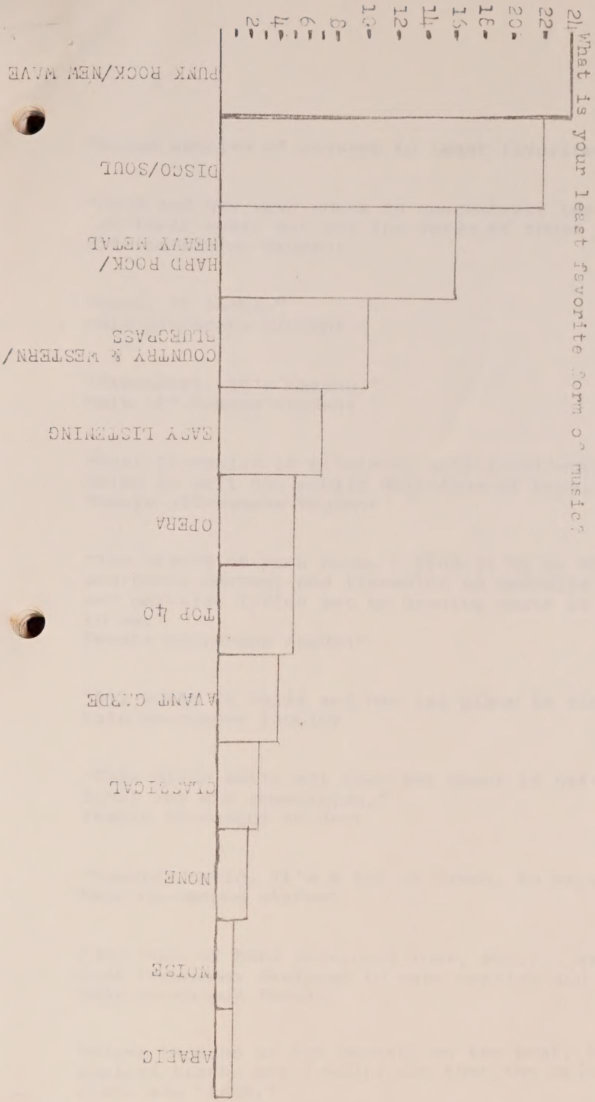
B)If so, why did you choose to listen to KSMC-FM over other college radio stations? and how would you define their programming format?

Should KSMC-FM represent the attitudes and lifestyle of Saint Mary's college, the surrounding community or both? Why?

If you were given the opportunity to be a program director for a non-commercial/educational radio station, such as KSMC-FM, how would you meet the needs of the public ?

Thank you for your time and effort

We asked people how they would define non-commercial/ educational radio and commercial radio because we wanted to know if people knew how KSMC-FM must be different from other commercial radio stations. We felt that there was alot of confusion about the KSMC-FM role of being a non-commercial radio station. The majority of people surveyed had a difficult time defining non-commercial/educational radio. They generally defined this form of radio as having no commercials. In defining commercial radio, the publics answers were more complete, probably because they are more familiar with this type of radio.


What is your least favorite form of music?

Random samples of answers to least favorite music question:

"Punk and new wave seems to concentrate too much on the sound of their music and not the words of those songs."
Male on-campus student

"Punk. It sucks."
Male on-campus student

"Classical. It's boring."
Male off-campus student

"Easy listening is mindless, anti-intellectual propaganda that tries to sell the public delusions of happiness."
Female off-campus student

"The basest of punk rock. I find it to be absolutely devoid of aesthetic content and listening to sexually suggestive, obscene and perverse lyrics set to droning beats is spiritually demeaning to me."
Female on-campus student

"All music is valid and has its place in time."
Male on-campus faculty

"This disco shit. All they are about is getting down on it- total sex and repetition."
Female on-campus student

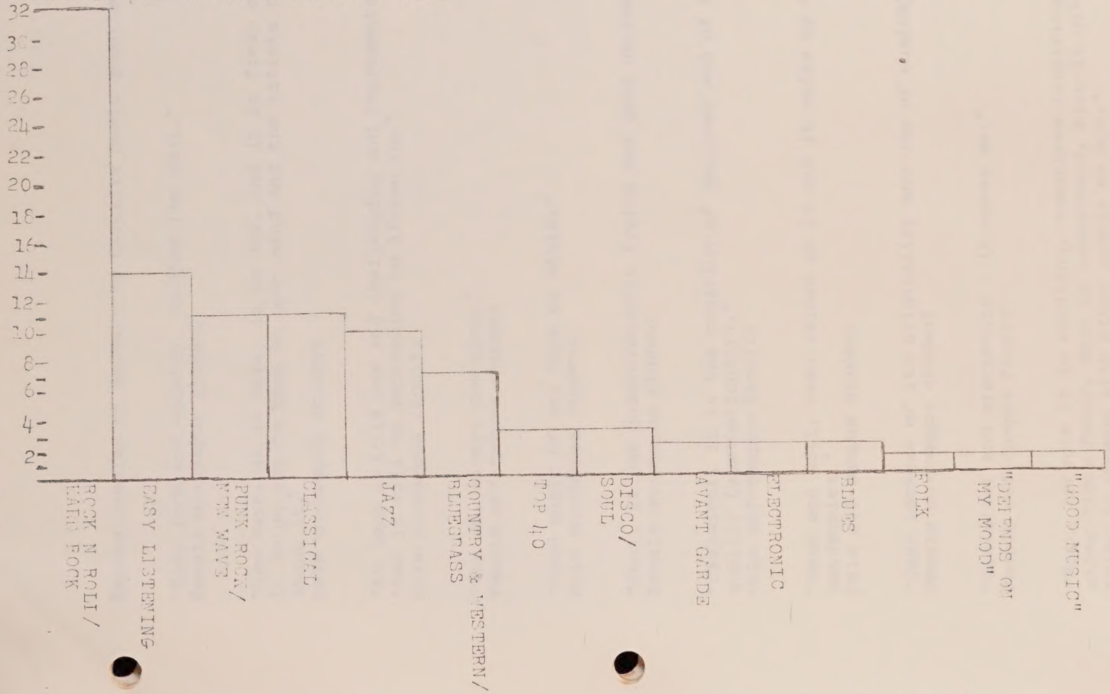
"Country music. It's a lot of trash. No expressionism."
Male on-canpus student

"Any form of hard rock,punk rock, etc.... are nothing more than cacophony designed to make hearing aid manufactureres rich."
Male on-campus faculty

"Disco because of the empasis on the beat. I am prejudice against blacks and I would say that the majority who enjoy disco are black."
Female off-campus student

A variety of the answers concerning least favorite forms of music were incomplete and quite harsh. Many people combined some forms of music like Punk Rock and New Wave, Disco and Soul, as being one form of music when they are actually very different. Also some people listed more than one form of music as being their least favorite. For example; one person stated that they did not like country, rock, new wave, or disco. We decided to pick their first choice or the one that they expressed the most negative feelings toward, as being their least favorite because we only asked for one. Easy listening music was generally expressed as the type of music played by mellow rock bands and not muzac. A majority of people did not like Punk rock/New wave with Disco/Soul being very close. Many people really failed to explain how and why they are so offended or displeased with a certain form of music. They generally stated that they did not like Punk rock/New wave because it was "artless, offensive, and hard to understand". Disco/soul was very close to Punk/New wave as being least favorite. This is quite peculiar because these forms are all very different. Hard rock/Heavy metal was third least favorite and mainly females expressed negative comments on these forms. Several others followed but were few in number.

What is your favorite form of music?



Random samples of answers to favorite music question:

"Easy rock and country. Soothes the soul."
Female on-campus student

"New Wave. It is here, it is now, and it is fresh and new . . . it helps one to keep an open mind and the artists really care about it."
Male on-campus student

"As long as it is new and challenging and represents creativity, then it will be refreshing to listen to."
Male on-campus faculty

"Top 40, always changing."
Female off-campus student

"Good music of any type or style."
Male on-campus student

"Soul, it has understandable lyrics and good danceable beats."
Female on-campus student

"Classical, it is the creation of geniuses and of supreme quality (aesthetically)."
Male off-campus faculty

"Rock and Roll, been raised on it and it suits my violent tendencies."
Male off-campus student

"Jazz because of its originality and use of musical talents."
Female on-campus student

"Classical and electronic - it moves me."
Female off-campus faculty

"Rock, because it is exciting, sometimes inspiring, and at other times funny, easy to understand. Also it gives me something in common with other people my age."
Male on-campus student

Once again the same problems occured for the favorite form of music question as for the least favorite music question. Meaning that people were combining similar forms of music and giving a variety of musical forms when we only asked for one. The answers to the questions were less harsh than those of the least favorite form of music. It seems that people had alot more hostility towards the kind of music they dislike most. Alot less prejudice was apparent in their favorite music also. This is most likely due to the fact that they were writing about a like of theirs, something that they can relate to and are knowledgeable about. It was hard to believe that these people were the same ones who could be so hard and cruel when it came to a certain form of music that they did not like. Whether this reaction was due to a lack of understanding or lack of open-mindedness, is still a mystery, but when going over some of the answers this could quite well be the solution to such responses. It is quite clear, by looking at the graph for favorite music, that Rock and Roll is still a very high favorite. This type of music is the kind found on such radio stations as KSJO, KRQR, KOME, and KMEL. Easy listening was the next most popular and, rather surprisingly, Punk rock/New wave tied with Classical. Many other types of music were listed but all rather randomly and sparsely.

There really is not too much that one can evaluate or argue with when asking such questions as what is ones favorite or least favorite form of music. It is their choice and how they feel. What we would of liked more of was to have the people elaborate more on why they chose a certain type of music for each question.

We asked people if they viewed their least favorite and favorite forms of music with a non-prejudicial opinion because we wanted to see if people judged their musical tastes with an open mind. But, unfortunetly, they did not explain their responses. Due to the incompleteness of answers, we had a hard time trying to use their answers to help evaluate our survey. It is very difficult to judge these answers objectively because that is how the person feels.

Random samples of answers to questions concerning who listens to KSMC-FM, why they listen to KSMC-FM, and what stations they listen to if they do not listen to KSMC-FM:

"Yes I do listen to KSMC and it is seldom reflective of the educational mission of the College and the fact that the College has a religious orientation would never be suspected."
Male on-campus faculty

"My roommate has a show, so I thought I'd listen for awhile. The programming format plays usually unusual music but sometimes good."
Female on-campus student

"I like rock. I listen to KMEL and KRQR!"
Male on-campus student

"I listen to KSMC-FM a lot and I spread the word along!"
Male on-campus student

"I don't like radio."
Male on-campus student

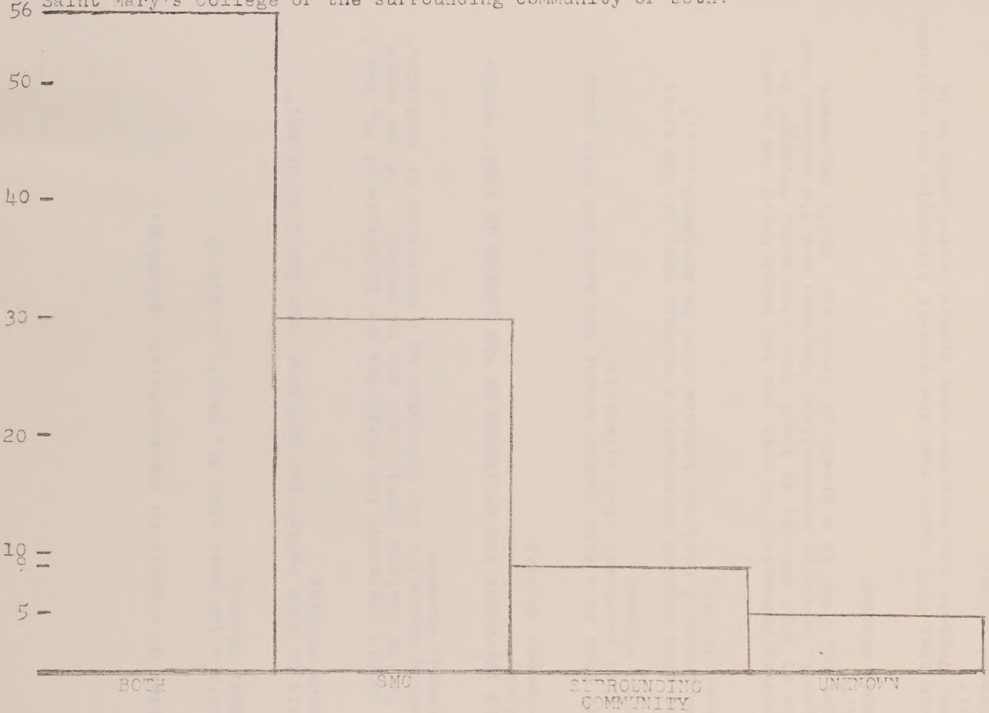
"No I don't listen to KSMC, I live in Dublin."
Female on-campus student

"I also listen to KUSF, but KSMC appeals more because of its closeness to my community."
Male on-campus faculty

"I have listened to KSMC to a very limited degree and therefore I am not really capable of judging its format. However, I do know that KSMC has a reputation around this school of catering more to the desires of the surrounding area, especially to the local high schools, and not enough to the desires of SMC students."
Male on-campus student

Of the 100 surveyed 57 have listened to KSMC-FM. Most of them listened to KSMC because they knew the D.J. or were curious about the station, but very few listen on a regular basis. 39 do not listen which is mainly due to the fact that they live off-campus and cannot recieve the stations signal were they live. The majority of the people who do not listen to KSMC listen to commercial stations ranging from KRQR,KMEL to KFOG,KKHI and a few listen to non-commercial stations like KPFA and KQED. Only two people of the 100 surveyed listen to other college stations. Four would not answer the question.

Should KSMC-FM represent the attitudes and lifestyle of Saint Mary's College or the surrounding community or both?



Random samples of answers to representation question:

"Both, there's a lot more than St. Mary's in life."
Male on-campus student

"There should be some reflection and some room for innovation."
Male on-campus faculty

"I feel it should represent the attitudes and lifestyle of St. Mary's because it is the college station and run by students. If one wants the surrounding community its presented on a multitude of stations."
Female on-campus student

"KSMC should represent the attitudes of the people in their broadcasting radius."
Female off-campus student

"Off-campus. This is a rich snobby school and area and this group has enough that represent that lifestyle."
Male on-campus student

"Both, since each segment represents a certain part of the total listening audience. A delicate balance must be achieved......"
Male on-campus faculty

"The surrounding community. To tell you the truth there are so many phony people at this school, at least that I've seen. "Preppy" is just a bullshit, security conservitist blanket, and I'm ashamed that it has caught on. KSMC is a breath of fresh air. Don't represent this school."
Male on-campus student

"I'm not sure that KSMC knows what the overall lifestyle and attitudes in music are. There's too much new wave freaky shit-should be in Berzerkeley!"
Female on-campus student

"They should represent Saint Mary's college, because we pay for it."
Male off-campus student

"They should play what the disc jockeys want to play."
Female off-campus student

A majority of the returned surveys indicated that the programing format of KSMC should represent the attitudes and lifestyle of both the surrounding community and Saint Mary's college. This result conflicts with the "goal" of the school administration, which is "to have programing that truly reflects the tradition of the Christian Brothers and St. Mary's College as an academic institution." It is obvious that our survey does not reflect the opinions of the entire Saint Mary's college community, but our results are of a random group which should be taken seriously. 30 people, mainly on-campus students, wanted KSMC to represent the attitudes and lifestyle of Saint Mary's college only. A total of nine people wanted KSMC to represent the surrounding community. Five people would not answer the question.

Random samples of answers to the question concerning how KSMC-FM could meet the needs of the public:

"I would try to please the needs of the public by playing different types of music."
Female on-campus student

"There have been some excellent musical, cultural, educational and religious events on campus this year which have been ignored by the station.........These should be captured by the station and a small ad placed in the local Times papers(they sometimes run such free) as to the play dates. Excellent opportunities have been missed by a seemingly narrow minded or unimaginative or almost totally unaware group operating the station."
Male on-campus faculty

"I think I would have more airtime for students. The opinions and attitudes of students are very important......KSMC does a good job. Keep up the good work."
Female on-campus student

"First I'd ascertain them. Then I'd aim for program diversity, community involvement; as much as possible, a two way interactive audience-station involvement."
Male off-campus faculty

"Survey the public-find out what they want to hear. Find out if they even have a need for a radio station."
Female off-campus faculty

"I would do what your doing here but on a broader scale."
Male on-campus student

"A poll like this,which incidently is a great idea, and take it from there."
Female on-campus student

"I would take a survey like this and see what the public wants and try to incorporate it into the stations format."
Male off-campus student

"Yes, but I would not want the job."
Male on-campus student

All but three people answered the question concerning how to meet the needs of the public if given the chance to be a program director for a non-commercial/educational radio station, such as KSMC-FM. This question was not answered as harshly as most of the other questions. A majority felt that surveys were the best way to find out what the public wants on their radio stations and they stressed that this is extremely important. A lot of diverse ideas were expressed. This question proved to be the most beneficial because it gave us a good understanding of what people want KSMC-FM to be.

Our survey indicated that less punk rock/new wave and disco/soul should be aired. More Rock N Roll and Easy Listening/Easy Rock should be aired. A variety of other forms should still be aired but less frequently. KSMC-FM should represent both the surrounding community and Saint Mary's College.

Overall the students and faculty were not to pleased with the present performance of KSMC-FM. A majority felt that they are not being represented equally and are not given the opportunity to voice their opinions about KSMC-FM. We conclude that a survey is one of the best ways for the students and faculty to express their ideas, opinions and complaints about KSMC-FM. A survey should be done at least once a year to help the station meet the needs of the public.

Pia Mancia
Personal Evaluation.

Through doing our survey, I have gained a much clearer view of how the people in the community of St. Mary's college think and attitudes towards certain things. When it comes to musical tastes the people are frankly quite unexplored. They seem to be stuck in one place, with one type of music. In no way will they try to open up and objectively listen to other forms of music that would expand their musical tastes. I have personnaly experienced this. When I first started doing a radio show at KSMC-FM, I was very narrow minded to any other forms of music then that which I had grown up with. There was no way that I would view other music, like Punk rock, New wave, Electronic, or Avant garde, objectively. But gradually I began to realize that I was missing alot and that there was so much new music to be explored, outside of my very limited tastes. I explored and I still am. I am much more liberated and open minded in the area of music. Such a change is really up to the individual to make, but I also think that I was challenged, in a way, by the male domination of the radio station. They seemed to be the ones who listened to all of the new music and they felt superior and I could feel that. So being as liberated as I am, I set out to challenge their musical tastes. The station is not as male oriented as it was, more women are coming forward and holding positions of authority. I think what I am trying to get at, before I went off on the womens movement of KSMC-FM, is that KSMC-FM plays the new music it does, to expose these forms of music to people who's musical tastes are as limited as mine used to be.

The administration of St. Mary's College feels that KSMC-FM "Should have programming that truly reflects the tradition of the Chritian Brothers and St. Mary's as an academic institution." Now if this were to be followed, KSMC-FM would have to be run like a commercial station, such as KMEL, KRQR, KKHI, etc. KSMC-FM is ~~a~~ licensed by the FCC as a non-commercial radio station. Since KSMC-FM is a non-commercial radio station it is prohibited to use commercials and play music that a commercial radio station specializes in. It was clearly shown in the surveys that the majority of people did not know the difference between commercial and non-commercial, or that there even is a difference. Non-commercial presents its audience with new and unusual forms of music. This is designed to broaden the listeners sense of different kinds of music that are available. With the lack of peole realizing this difference between non-commercial and commercial radio, it is no wonder that KSMC-FM has received so much abusive feedback. If people would realize the difference, and that if they want to hear Pop, Rock and Roll then all they have to do is tune into their favorite commercial radio station. If they want more unusual or new music, then they should tune into a non-commercial radio station, such as KSMC or KPFA. But unfortunately there is alot of confusion on all this, and it seems that KSMC-FM gets all the blame for not meeting the publics needs.

People feel that KSMC-FM must represent the Catholic and ~~and~~ academic, values of St. Mary's College. But if people would tune into other Catholic college radio stations, they would hear the same as what is on KSMC-FM, all due to them also being a non-commercial radio station. KUSF-FM represents The University of San Francisco which is a Catholic college just like St.

Mary's Colleges. KUSF-FM plays as much Punk rock, New wave, Avant garde music as KSMC-FM. They have proven to be a most successful college radio station. KSMC-FM could be just as successful if given the chance and understanding that it is a non-commercial radio station. I think that KSMC-FM should be allowed to have the freedom it needs in music, programming and to be what it is licensed as, a non-commercial radio station. With this closing statement, I wish KSMC-FM all the luck in its long struggle for true identity in this community of narrow minded, unimaginative conservatives.

During my four years that I worked for KSMC I noticed that the station has several problems. The major problems are the organizational structure of its management and staff, the way that the station tries to educate the audience with its programing format, and what music should be aired.

The management of KSMC is never organized. I think that this problem is something that the station advisor must work on. I have worked with the station advisor and I believe that it is an extremely difficult job, more than the school administration might think. The station advisor is the teacher at KSMC. Most of the members at the station come and go so fast that it is difficult to figure out who is responsible for what. The station advisor is the one person who has to keep things organized. This requires being at the station every day and putting in a lot of hours of hard work.I feel that the problem is that the station advisor has been given so many other responsibilities by the administration that KSMC has become only another segment of a large variety of responsibilities. KSMC lacks a teacher who will constantly be at the station teaching and helping the students how to run the equipment and organize the station. It is no wonder that the students and faculty don't appreciate KSMC.The idea of KSMC being only student operated is a farce!The students cannot operate something they do not understand. I am not blaming the station advisor for the problems at KSMC, but rather the administration for not realizing that an advisor must be at KSMC everyday to teach the students something new.

The station is generally critized very negatively for the music it has aired. There is too much music and not enough news and special programs. If the programing format had a variety of programs there would be fewer negative responses from the students and faculty. The music should be secondary. Something must be done soon to diverse the programing format at KSMC.

I always felt that a majority of the students and faculty did not enjoy the stations programing format as much as I did. I believe that most of the Saint Mary's college community does not appreciate non- commercial radio, but they think the idea of having a station with no commercials is good. They generally do not like non-commercial stations because they do not like the music and the ideas expressed. Through our survey I noticed that the students would like KSMC to remain non-commercial/educational, but commercial forms of music and accepted forms of music should be aired. I find this to be extremely disturbing. It seems senseless to try to create an alternative form of radio that is truly not alternative, which is what I think the students seem to want KSMC to be. Our survey seemed to show that anything that is musically different is not what should be aired. I tend to feel that the students, in general, are very closeminded to new forms of music or music that is played by minorities. I can only ask myself why are so many people so withdrawn to try to understand forms of new music. Our survey seemed to say that students and faculty do not like punk rock and new wave because it is "artless and offensive". It may have those attributes, but so did the artwork created during the Dada movement of the early 1900's, which was extremely radical and is closely related to the ideas expressed through the punk movement

of the late '70's and early '80's. The students and faculty say that they have heard punk rock and new wave and they don't like it. It is hard to believe that they can lump together different musical forms and say they don't like it. Saying that you do not like new wave and punk rock is like saying that you do not like Black people, which leads to the second least favorite form of music. Many students think that disco is played only by black people, remember the BEE-GEES? I couldn't believe that one student said in our survey that she did not like disco because she does not like black people. Is a whole race responsible for a musical form? I really feel that some of the dislikes in music by the students and the faculty lead directly to the fact that they do not like the people who play it and listen to it.

I can only hope that the students and faculty of Saint Mary's college realize that KSMC-FM is a station that they must get involved with to make it what they what it to be. It is not difficult to become a part of KSMC, but many people give up so easily when they find out that radio is not very glamourous or easy.

I am proud of my work at KSMC-FM. I would like to thank Edward Tywoniak and all who have tried to improve the station for their help and support. Good luck mates!

Jim Hart

KSMC

STUDENT SURVEY

(SPRING 1986)

INTRODUCTION

For the past decade, the FM college radio station, KSMC, has provided entertainment for the student body of St. Mary's College and the surrounding communities. To help program the station for the 1986-87 academic year, a survey was passed out to students to find out their listening habits and what they want to hear on KSMC. A 3-page survey was composed and then distributed to the students by Pete Jordan, Betsy Nicholos, Manny Granolla, Jeff Norton and Chris Christman. They were distributed in the dormitories and townhouses as well as student frequented areas such as The Brickpile. About 10% of the undergraduates participated as 172 surveys were returned. The surveyees represented a broad spectrum of the school's undergraduate population. The amount of returns from sophomores, juniors, and senior classes was fairly equal but freshmen answered slightly more surveys. Students from all majors were questioned and about 75% of those questioned lived on-campus. There were slightly more females questioned than males.

STATISTICS

When asked what radio stations they listened to, the four most populer responses were (in no particular order) KINQ, KMEL, KRQR, and KSMC. 20% said they listened to college radio stations other than KSMC. The most popular were KVHS and KUSF. Sixty perecent of the students said they listened to KSMC. The main reasons given by those who didn't listen to KSMC were that they couldn't recieve the station's signal and they didn't like the music broadcasted.

There was a steady increase in listeners as the station's day progressed. Only 8 students responded that they listened to KSMC during the 7-9 a.m. slot, but by 9 p.m. 54 students said that were listening. 38 people said that the mainly listened to the station on a particular night. The most popular of these "particular" nights were Sunday, Monday, and Wenedsday. Many freshman females specifically noted Steve Kay as the one DJ who they listened to.

When asked which types of programming the student would like to hear on KSMC, 4 programs were tied for the lead. "Celeberty" guest DJ's, a record review show, a concert review show, and a guast comedian show were all requested by about 72 of the people. Close to the top were all-night

programming (65 students) and band interviews (58). Sports (besides men's basketball and football) didn't recieve much favorability.

The students responded that they would like to hear more pop rock (74 students) and progressive rock (69) on next years programming. There was a nicely balanced vote for the other listed musical categories. Students had the option to write in other musical types and "oldies," soul, country, folk, and punk were all reported.

Those surveyed said the students would like to see KSMC have more concert ticket giveaways next year. 121 of them reported that they would like that type of giveaway. 85 students said they liked all of the KSMC promotions listed.

ANALYSIS

It was good to see that only 4% of the students thought that the professionalism of the DJ's was poor. Since they are only amateur DJ's this is a good sign, but only 7% thought that the professionalism was excellent. It would be great if that number were to increase. This could only be done by constantly trying to upgrade each DJ's performance. This could be done through a number of DJ training sessions for both new and old DJ's. DJ's need to reminded of the basics and they need to be given pointers to remind them. Another possibility could be a type of DJ-peer critique. This would have DJ's listen to the radio to their peers' shows and make comments or suggestions on how one's show could be improved. DJ's need as much constructive criticism as possible.

The survey showed that only 8 students (5%) listened to the stations during the 7-9 a.m. slot. This is a slot that the student body is unaware of. They either just don't know about it or they assume that it is a classical music show. More promotion is needed to gain listeners for this time. Maybe more printed literature passed out or mailed and more on-air promotion from other time slots would help.

Twenty-eight percent of those surveyed said they listened to KSMC on a particular night. This is good because it shows that some DJ's have a loyal following, but it would be better to get these listeners to tune in to KSMC more than just once a week. But there is not much that KSMC can do to get these listeners to tune in on other nights. It seems that the only solution would be to have DJ's promo other DJ's shows during their time slot.

New programs for KSMC could be a big boost. Many students want record, concert, and movie review shows as well as band interviews, "celeberty" guest DJ's, and guest comedian shows. A guest comedian show would be easy to program since many comedians are constantly seeking exposure. The survey showed that many students like the idea of all-night programming but I am skeptical as to how many students would actually listen to late-night shows. There would also be a shortage of willing DJ's to fill those slots.

KSMC has been broadcasting Gael baseball but there wasn't a big demand for it by the students. Actually, all sports listed in the survey got low ratings. I don't think it would be wise to broadcast any sports other than men's

basketball and football. Since there seems to be a big alumni following of Gael baseball on KSMC I would say to keep broadcasting that sport also.

Students have generally been known to moan about KSMC broadcasting classical and jazz music in the morning and early afternoon. But the results showed that there are students interested in hearing all types of music. As one student, when asked to list the types of music he wanted on KSMC, wrote, "I like the diversity as it is." I think that KSMC should continue to broadcast the classical and jazz/blues/reggae shows but cut down on the air time from 3 hours to 2 hours per show. This would still keep those listener happy as well as provide more room for the more popular progressive music.

When asked of promotions for KSMC, the students were mainly supportive of the concert ticket giveaway. This shouldn't be the only promotion but a large one. If tickets can be given away for major concerts as well as nightclub shows, I think it would be successful in increasing the listenership. I think KSMC should plaster its name everywhere possible. They should basketball and football. Since there seems to be a big alumni following of local baseball on KSMC I would say to keep broadcasting that sport also.

Students have generally been known to moan about KSMC broadcasting classical and jazz music in the morning and early afternoon. But the results showed that there are students interested in hearing all types of music. As one student, when asked to list the types of music he wanted on KSMC, wrote, "I like the diversity as it is." I think that KSMC should continue to broadcast the classical and jazz/blues/reggae shows but cut down on the air time from 3 hours to 2 hours per show. This would still keep those listener happy as well as provide more room for the more popular progressive music.

When asked of promotions for KSMC, the student were mainly supportive of the concert ticket giveaway. This shouldn't be the only promotion but a large one. If tickets can be given away for major concerts as well as nightclub shows, I think it would be successful in increasing the listenership. I think KSMC should plaster its name everywhere possible. They should make everyone aware of the station and its programming. KSMC should have some type of listeners' pamphlet or guide by the second or third week of the semester. The promotions themselves should be non-stop. Any type of giveaway or contest should be used. There should be more KSMC sponsered events such as dances and especially concerts.

Conclusion

KSMC has a large potential to increase it audience and become a powerful station. the steps I suggest for the station are as follows:

1. Constantly try to upgrade the professionalism of the DJ's.

2. Promote every show of every time slot (especially the 7-9 a.m. shows)

3. Start new programs such as:
    a. "celebetty" DJ's
    b. guest comedian shows
    c. record review show
    d. concert " "
    e. movie " "

4. broadcast men's basketball, football, and baseball only.

5. improve local news reports and hire a news director

6. leave the diversity of the music except cut the classical and jazz shows from 3 to 2 hours. Do not have all-night programs.

7. Make promotions a #1 priority by having a lot of giveaways, contests, and KSMC sponsered events.

8. Saturate KSMC's name everywhere so that KSMC becomes a household word on campus and all through Contra Costa County.

Through the results of the KSMC student survey of Spring 1986, these are the steps in which I see will make KSMC more successful.

Pete's Input

News (News Director)

- Sports Scores
- " Commentary
- " Talk Show ?
- " Interviews
- Current Events Headlines
- Campus News
- Campus Events
- Community News
- actualities

RESULTS

KSMC STUDENT SURVEY (SPRING 1986)

1) What are you currently enrolled as at St. Mary's?

    1) Freshman 55 55
    2) Sophomore 28 42
    3) Junior 22 34
    4) Senior 25 40

2) What is your major? ____________

3) Are you:

    1) Male 56 [illegible] 81
    2) Female 74 91

4) Do you live:

    1) On-Campus 102 134 ~~78%~~
    2) Off-Campus 28 38

5) What radio stations do you listen to? (no more than 4)

KING KMEL KRQR KSMC ____

6) Do you listen to any other college radio stations other than KSMC?

    1) Yes 30 40
    2) No 100 132

7) If you answered yes to #6, which one(s)?

    a) KALX 7 9
    b) KUSF 10 13
    c) KVHS 12 14
    d) KFJC 4 5
    e) Other 6 KUCI KZSU

8) Do you listen to KSMC?

58% 1) Yes 76 101 [illegible]

41% 2) No 54 71

9) If you do not listen to KSMC, is it because you:

12% 11 8 1) do not have the time __

34% 30 23 2) do not like the music __

41% 37 28 3) cannot recieve the station's signal __

13% 12 9 4) do not know about it __

68

10) Please rate the professionalism of the KSMC DJ's.

Excellent ~~6~~ 7% 8 Good ~~49~~ 53% 65 Fair ~~34~~ 37% 45 Poor 3 4% 5 ~~should be zero~~ 92

122.

11) When do you usually listen to KSMC?

5% 8 a) 7-9 a.m. 6 ←

6% 11 b) 9-12 a.m. 8

10% 16 c) 12-3 p.m. 12

18% 30 d) 3-6 p.m. 23

28% 46 e) 6-9 p.m. 35

33% 54 f) 9 p.m. - 1 a.m. 41

125

165

12) Is there a particular night that you listen to KSMC?

38 28% 1) Yes 29

109 72% 2) No 75

If so, which night?

sun wed mon

104

138

13) Which types of new programming would you like to hear on KSMC next year? (check 5 and rate in order of preference)

72 54 a) record review show __

72 54 b) concert review show __

42 32 c) movie review show __

58 44 d) band interviews __

74 56 e) "celebrity" guest DJ's __

72 54 f) guest comedian shows __

23 17 g) more news __

8 6 h) men's baseball __

7 5 i) women's basketball __

8 6 j) women's volleyball __

13 10 k) men's soccer __

9 7 l) women's soccer __

3 2 m) lectures __

7 5 n) documentaries __

65 49 o) all-night programming __

p) other ______________

____

401

531

14) What type(s) of music would you like to hear more of on KSMC next year? (list as many you want but list in order of preference.)

308 407

26 7% 20 a) classical __
16 12 b) traditional jazz __
25 6% 19 c) modern jazz __
40 10% 32 d) reggae __
33 25 e) blues __
55 42 f) easy listening __
32 24 g) hard rock __
74 56 h) pop rock __
69 52 i) progressive rock __
j) other ____________

8 6 oldies
4 6 soul
7 5 country
9 5 punk
6 4 folk

15) What types of promotions would you like to see on KSMC next year?

98 46 35 1) record giveaways __ 169
121 69 52 2) concert ticket giveaways __ 224
76 24 18 3) bumper sticker/T-shirt giveaways __
85 33 25 4) KSMC sponsered events (dances, concerts, etc.) __
52 39 5) All 4

KSMC is the student FM radio station for St. Mary's College, broadcasting at 89.5 FM and 88.9 on the Televents Cable System. Thank you for taking the time to fill out this questionnaire. This survey will help us program KSMC in the upcoming academic year.

KSMC STUDENT SURVEY (SPRING 1986)

1) What are you currently enrolled as at St. Mary's?
   1) Freshman 57
   2) Sophomore 28
   3) Junior 22
   4) Senior 25

57
75
132

2) What is your major? ____________________

3) Are you:
   1) Male 56
   2) Female 74

4) Do you live:
   1) On-Campus 102
   2) Off-Campus 28

5) What radio stations do you listen to? (no more than 4)

__________ __________ __________ __________

6) Do you listen to any other college radio stations other than KSMC?
   1) Yes 30
   2) No 100

7) If you answered yes to #6, which one(s)?
   a) KALX 7
   b) KUSF 10
   c) KVHS 12
   d) KFJC 4
   e) Other 4

8) Do you listen to KSMC?
   1) Yes 76
   2) No 54

Make aware of specialized shows

9) If you do not listen to KSMC, is it because you:

1) do not have the time ___
2) do not like the music ___
3) cannot recieve the station's signal ___
4) do not know about it ___

10) Please rate the professionalism of the KSMC DJ's.

Excellent ___ Good ___ Fair ___ Poor ___

11) When do you usually listen to KSMC?

a) 7-9 a.m. ___
b) 9-12 a.m. ___
c) 12-3 p.m. ___
d) 3-6 p.m. ___
e) 6-9 p.m. ___
f) 9 p.m. - 1 a.m. ___

12) Is there a particular night that you listen to KSMC?

1) Yes ___
2) No ___

If so, which night?

____

13) Which types of new programming would you like to hear on KSMC next year? (check 5 and rate in order of preference)

a) record review show ___
b) concert review show ___
c) movie review show ___
d) band interviews ___
e) "celebrity" guest DJ's ___
f) guest comedian shows ___
g) more news ___
h) men's baseball ___
i) women's basketball ___
j) women's volleyball ___
k) men's soccer ___
l) women's soccer ___
m) lectures ___
n) documentaries ___
o) all-night programming ___
p) other _______________

____

14) What type(s) of music would you like to hear more of on KSMC next year? (list as many you want but list in order of preference.)

a) classical __
b) traditional jazz __
c) modern jazz __
d) reggae __
e) blues __
f) easy listening __
g) hard rock __
h) pop rock __
i) progressive rock __
j) other ________________

15) What types of promotions would you like to see on KSMC next year?

1) record giveaways __
2) concert ticket giveaways __
3) bumper sticker/T-shirt giveaways __
4) KSMC sponsered events (dances, concerts, etc.) __

KSMC is the student FM radio station for St. Mary's College, broadcasting at 89.5 FM and 88.9 on the Televents Cable System. Thank you for taking the time to fill out this questionnaire. This survey will help us program KSMC in the upcoming academic year.

HINTS AND TIPS FOR OUR DJ'S

1. BE ON TIME:

Plan to be in the Air Studio no latter than 15 minutes before you are supposed to go on the air. Ideally you should be at least a 1/2 an hour early for your show so that you can pull records, look at the program log, and plan out your show somewhat before you go on the air. That waay you can do more than just play your favorite songs.

2. DON'T GO ON THE MIKE UNLESS YOU HAVE SOMETHING TO SAY:

meaning...

DO- Back announce every three songs at least. (What use is playing records if no one knows waht you are playing.

DON'T- Just babble about the first thing that pops into your head.

DO- Read stuff you've found on the record jackets or in music mags, (ie. CMJ, Rockpool, Rolling Stone, Spin,) if it's interesting to you it will probably be interesting to your listeners.

DON'T- Editorialize on the school administration, your teachers, your friends, or the KSMC staff on the air. You have no idea how uninteresting these types of things are to your listeners.

3. FILE YOUR RECORDS:

We (MIke Bellew, M.D., and Joe Selby, P.D.) will look at your playlists when we see records unfiled. If you were the last to play any one of the unfiled records, you will be asked to come up and file all of the them. If you refuse...you will no longer have a show. We like you and we want you on the air but we don't ever want to do your job for you.

4. SUBSTITUTES:

You must have a body in the studio if you are unable to make it to your show. There will be a substitute list on the wall in the studio soon. You must get your substitute from this list. Please avoid asking anyone who currently has a show to substitute for you. The sub-list gives other less fortunate people a chance to get in some air time. If you are going to have a sub for your show, you must let me or Louis know so that we can be aware of who is supposed to be on the air at all times.

5. BE CHEERFUL AND POSITIVE ON THE AIR:

You don't have to be Dr. Don, but please try to at least sound like you want to be here. If you are having a bad day, don't take it out on your listeners. People who are consistently in a "bummer mood" on the air we will have no choice but to ask you to be depressed elsewhere.

AND LAST BUT NOT LEAST...

6. BE CREATIVE:

If you want to try something new, just ask Ed or myself about it and we will try to help you as much as we can to realize your ideas. You are all radio programmers. Let's try to be different and fun to listen to all the time.

The programming staff thanks you from the bottom of their very generous hearts for your attention.

KSMC GENERAL POLICIES FOR ON-AIR PERSONNEL

- ALL DJ'S ARE RESPONSIBLE FOR LEAVING THE AIR STUDIO CLEAN AND TIDY UPON COMPLETION OF THEIR SHOW

- ALL PHONOGRAPH ALBUMS USED DURING A SHOW MUST BE FILED PROPERLY UPON COMPLETION OF SHOW

- IF YOU ARE THE LAST PERSON TO LEAVE THE STUDIO YOU MUST LOCK ALL DOORS AND WINDOWS

- NO PROFANE, SEXUALLY SUGGESTIVE OR SLANDEROUS COMMENTS CAN BE MADE ON THE AIR AT ANY TIME

- MAKE SURE THAT A LEGAL STATION ID IS GIVEN AT THE TOP OF EVERY HOUR (KSMC, MORAGA)

- BE SURE TO GIVE STATION ID OFTEN DURING EACH HOUR (KSMC, MORAGA, THE VOICE OF SAINT MARY'S COLLEGE)

- FOLLOW THE PROGRAM LOG FAITHFULLY. ALL LOGGED ITEMS MUST BE PLAYED AT THE TIMES GIVEN

- TAKE PRIDE IN YOUR SHOW, IN YOUR STATION AND IN YOUR COLLEGE; DON'T EMBARRASS ANY OF THE THREE. AND REMEMBER THAT BROADCASTING ON THE AIR IS A PRIVILEGE NOT A RIGHT

- ANSWER ALL PHONES COURTEOUSLY BY IDENTIFYING KSMC (EG: "KSMC, MAY I HELP YOU)

- BE SURE TO TAKE ALL MESSAGES INCLUDING DATE AND TIME OF MESSAGE AND ATTACH TO MAIN BULLETIN BOARD

- NO PERSON IS ALLOWED IN THE STATION AFTER 2:00 AM UNLESS PRIOR AUTHORIZATION HAS BEEN GIVEN

KSMC STATION REGULATIONS

- NO SMOKING IN ANY AREA OF STATION
- NO SMOKING OR LOITERING IN HALLWAY OF STATION
- NO ALCOHOL IN ANY AREA OF STATION AT ANY TIME
- NO MORE THAN TWO (2) GUESTS IN AIR STUDIO DURING A SHOW
- NO EATING IN AIR STUDIO
- NO UNAUTHORIZED LONG DISTANCE PHONE CALLS

GENERAL POLICIES

- ANSWER ALL PHONES COURTEOUSLY BY IDENTIFYING KSMC (EG: :KSMC, MAY I HELP YOU")
- BE SURE TO TAKE ALL MESSAGES INCLUDING DATE AND TIME OF MESSAGE AND ATTACH TO MAIN BULLETIN BOARD

KSMC
89.5 F.M.

This Programming Schedule is for The period of time starting August 31st, and ending September 13th.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7:00	The Morning Show	The Morning Show	The Morning Show	The Morning Show	The Morning Show		
9:00	ROCK PAT	ALTERN-ITIVE HEIDE	ROCK MANNY	ROCK TOM	ROCK MANNY	ALUMNI HOUR MANNY FERNANDEZ FOOTBALL	12:00 ROCK CAROL
3:00 *[illegible]0	ROCK * PAT	ALTERN-ITIVE * HEIDE	ROCK * MANNY	ROCK * TOM	ROCK * MANNY	FOOTBALL	ROCK MANNY
6:00	METAL MONDAY CHRIS	ROCK PAUL	ROCK CAROL	ROCK L.J.	ROCK CHRIS	ALTERN-ITIVE CHARLES	ROCK L.J.
8:00	METAL MONDAY PAUL/ SEAN	ROCK DEAN	ROCK CHRIS	ROCK NICK	ROCK 'ROCKIN' 'MARVIN'	ALTERN-ITIVE "CAPP"	JAZZ Ed
10:00	METAL MONDAY "CHEF METAL" MARK	BEAT	ROCK/ METAL J.D.K.	BEAT	THE PARTY ZONE ROCK/ METAL ~~NICK~~	ALTERN-ITIVE "CAPP"	JAZZ Ed
1:00	MUSIC 'TIL DAWN WITH OTTO	MUSIC 'TIL DAWN WITH OTTO	MUSIC 'TIL DAWN WITH OTTO	MUSIC 'TIL DAWN WITH OTTO	MUSIC 'TIL DAWN WITH OTTO	MUSIC 'TIL DAWN WITH OTTO	MUSIC 'TIL DAWN WITH OTTO

*Denotes A Space For The KSMC 5:30 NEWS

NICK AND MIKE

WITH MARY ON THE NEWS

MONDAY - FRIDAY

7:00AM - 9:00AM

KSMC

89.5 F.M.

Rock and Roll, News and St. Mary's Info.

PROGRAM_LOGS

DATE..............

7:00 AM.....sign-on......................NAME....................

7:30 AM.....PSA..........................time....................

8:00 AM.....LEGAL ID (KSMC MORAGA)

8:30 AM.....PSA. and promo next DJ.......time....................

9:00 AM.....LEGAL ID (KSMC MORAGA)......NAME....................

9:30 AM.....PSA..........................time....................

10:00 AM.....LEGAL ID (KSMC MORAGA)

10:30 AM.....PSA..........................time....................

11:00 AM.....LEGAL ID (KSMC MORAGA)

11:30 AM.....PSA. and promo next DJ.......time....................

12:00 PM.....LEGAL ID (KSMC MORAGA)......NAME....................

12:30 PM.....PSA..........................time....................

1:00 PM.....LEGAL ID (KSMC MORAGA)

1:30 PM.....PSA..........................time....................

2:00 PM.....LEGAL ID (KSMC MORAGA)

2:30 PM.....PSA. and promo next DJ.......time....................

3:00 PM.....LEGAL ID (KSMC MORAGA)......NAME....................

3:30 PM.....PSA..........................time....................

4:00 PM.....LEGAL ID (KSMC MORAGA)

4:30 PM.....PSA..........................time....................

5:00 PM.....LEGAL ID (KSMC MORAGA)

5:30 PM.....PSA. and promo next DJ.......time....................

6:00 PM.....LEGAL ID (KSMC MORAGA)......NAME....................

6:30 PM.....PSA..........................time....................

7:00 PM.....LEGAL ID (KSMC MORAGA)

7:30 PM.....PSA and CONCERT INFORMATION!!.........................

8:00 PM.....LEGAL ID (KSMC MORAGA)

8:30 PM.....PSA AND RECORD FACTORY TAPE!!!........................

9:00 PM.....LEGAL ID (KSMC MORAGA)......NAME....................

9:30 PM.....PSA..........................time....................

10:00 PM.....LEGAL ID (KSMC MORAGA)

10:30 PM.....PSA and CONCERT INFORMATION!!.........................

11:00 PM.....LEGAL ID (KSMC MORAGA)

11:30 PM.....PSA..........................time....................

12:00 PM.....LEGAL ID (KSMC MORAGA)

12:30 PM.....PSA and RECORD FACTORY TAPE!!!........................

1:00 AM.....sign-off

The Oasis Of The Airwaves presents . . . . . THE

KSMC SPRING SCHEDULE

FEBRUARY – MAY 1987

89.5 FM ST. MARY'S COLLEGE in MORAGA, CALIFORNIA

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7AM	NEW WAVE	METAL MONDAY	ROCK	ROCK	ROCK	ROCK	NEW AGE
9	NEW AGE		NEW AGE	NEW AGE	SOUL	NEW AGE	TOP FORTY
11			PROGRESSIVE ROCK	CLASSICAL	NEW AGE	CLASSICAL	
12	INTERNATIONAL HOUR						CLASSIC ROCK
1PM	BLUES & SOUL			NEW WAVE	TOP FORTY	NEW AGE	
3	GOSPEL			PROGRESSIVE ROCK	REGGAE	NEW WAVE	NEW WAVE
5							
5:30		NEWS	NEWS	NEWS	NEWS	NEWS	
6	BLUES	METAL MONDAY	PROGRESSIVE ROCK	PROGRESSIVE ROCK	NEW WAVE	NEW WAVE	PROGRESSIVE ROCK
8			NEW WAVE			ROCK	
10	JAZZ		ROCK	ROCK	BEAT	PROGRESSIVE ROCK	BEAT
1AM	OFF AIR	OFF AIR	OFF AIR	OFF AIR	OFF AIR	OFF AIR	OFF AIR

FALL 1988 DJ SCHEDULE

MONDAY

3-6	CHRIS GARGANO
8-10	MANNY GRANILLO
10-1	TIM MC KENNA

TUESDAY

3-6	JULIE ERICKSON
8-10	CINDY LUTZ
10-1	JOHN BUCK

WEDNESDAY

3-6	PAIGE PHILLIPS
8-10	DAVE GILL
10-1	WARREN PARKER

THURSDAY

3-6	ALEX GREEN
8-10	MATT DALTON
10-1	MARK HOLTZ

FRIDAY

3-6	CHRIS CESANO
8-10	KEVIN HAAG
10-1	MARK THOMPSON

FALL 1988 DJ SCHEDULE (CONTINUED)

SATURDAY

10-12:45	MANNY FERNANDES
12:45-4	GAELS FOOTBALL
4-6	PAULA MULLEN
6-8	MIKE BELLEW
8-10	JOSEPH SELBY
10-1	JAYMES THOMPSON

SUNDAY

12-3	
3-6	JOHN ARENA
6-8	JULIE BOWLING and KELLY McNEAL
8-10	MAZEN NABULSI
1[illegible]1	TIM MOORE

	MON	TUES	WED	THURS	FRI		SAT	SUN
7 AM						7 AM		
8 AM	←		MORNING SHOW		→	8 AM	OTTO	MATION
9 AM						9 AM		
10 AM			CLASSICAL SHOWCASE			10 AM		
11 AM						11 AM		THREE B's BRUNCH
NOON	←		NOON CONCERT		→	NOON		
1 PM						1 PM		
2 PM						2 PM	SMC FOOTBALL ON KSMC	
3 PM						3 PM		
4 PM	←		BREAKING GROUND		→	4 PM		
5 PM						5 PM		
6 PM	←		GLORY DAYS		→	6 PM		
7 PM	←		NEWS		→	7 PM		
8 PM	SPORTSTALK	SMC ROUNDTABLE	SPORTSTALK	KSMC EVENING MAGAZINE	CLOSER LOOK	8 PM		
	HEADT MIND	MUSIC VIEW	COMMONWEALTH CLUB	SOUNDINGS	DREAMS OF RIO			
9 PM						9 PM		
10 PM	RAGING THUNDER	ISLAND AUDIO	COSMIC NOISE	BEAT BOX	DANCE MACHINE	10 PM	RICK [illegible]	BOURBON STREET
11 PM						11 PM		
MID						MID		

	MON	TUES	WED	THURS	FRI	MID	SAT	SUN
	←		EASY LISTENING W/ OTTO		→		EASY LISTENING	W/ OTTO
7A						7A		

	MON	TUES	WED	THURS	FRI
7 AM					
8 AM	←		MORNING SHOW		→
9 AM					
10 AM			CLASSICAL SHOWCASE		
11 AM					
NOON	←		NOON CONCERT		→
1 PM					
2 PM					
3 PM					
4 PM	←		BREAKING GROUND		→
5 PM					
6 PM	←		GLORI DAIS		→
7 PM	←		NEWS		→
8 PM	SPORTSTALK	SMC ROUNDTABLE	SPORTSTALK	KSMC EVENING MAGAZINE	CLOSER LOOK
	HEAD TO MIND	MUSIC VIEW	COMMONWEALTH CLUB	SOUNDINGS	DREAMS OF RIO
9 PM					
10 PM	RAGING THRILLER	ISLAND AUDIO	COSMIC NOISE	BEAT BOX	DANCE MACHINE
11 PM					
MID					
MID	←		EASY LISTENING W/ OTTO		→
7A					

	SAT	SUN
7 AM		
8 AM	OTTO	MATION
9 AM		
10 AM		
11 AM		THREE B's BRUNCH
NOON		
1 PM		
2 PM	SMC FOOTBALL ON KSMC	
3 PM		
4 PM		
5 PM		
6 PM		
7 PM		
8 PM		
9 PM		
10 PM	RICK [illegible]	BOURBON STREET
11 PM		
MID		
MID	EASY LISTENING	W/ OTTO
7A		

Saturday-Sunday MIDNIGHT-10 AM
Automation with easy listening music.

Saturday 10 AM-12:30 PM (during football season)
Mainstream music, not too harsh; lead-in to the game.

Saturday 12:30 PM-4:30 PM (roughly)
Football pre-game show, game, & post-game show.

Saturday 4:30 PM-7 PM
Music; basically anybody who wants a show; alternative music preferred.

Saturday 7 PM-9 PM
More music; something that isn't too jarringly different than before.

Saturday 9 PM-MIDNIGHT
Either dance music or AOR; party sounds.

Sunday 10 AM-NOON
Classical music in the morning: "Three B's Brunch".

Sunday NOON-3 PM; 3 PM-5:30 PM; 5:30 PM-7:30 PM
Reggae, R&B or lite alternative.

KSMC-FM
PROGRAMMING PROPOSAL
1988-89

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Monday-Friday 7 AM-9 AM

Morning show; an eclectic blend of music, with a low-key air personality. Information would be good, but probably no morning news.

Monday-Friday 9 AM-NOON

Classical music, probably on automation. OR, Classical music MWF, 'international' music TR.

Monday-Friday NOON-1:30 PM

Public affairs programs; a blend of religious news, current events, music, history and radio drama.

Monday-Friday 1:30 PM-3 PM

Specialty shows: Country/western, New Age, world beat, traditional music from many cultures.

Monday-Friday 3 PM-5:30 PM

New music from all 'pop' genres: rock, soul, traditional college, etc. Nothing more than three months old should be played at this time.

Monday-Friday 5:30 PM-7 PM

Classic rock and the top hits of today fit in here; most of last year's shows fit in this category.

Monday-Friday 7 PM-9 PM

More public affairs-type programming: news, talk shows, and tapes.

Monday-Friday 9 PM-MIDNIGHT

Specialty music: reggae, jazz, dance music, 'beat', hard-core, etc.

Monday-Friday MIDNIGHT-7 AM

Automation playing easy listening, Muzak kindof stuff.

Saturday-Sunday MIDNIGHT-10 AM
Automation with easy listening music.

Saturday 10 AM-12:30 PM (during football season)
Mainstream music, not too harsh; lead-in to the game.

Saturday 12:30 PM-4:30 PM (roughly)
Football pre-game show, game, & post-game show.

Saturday 4:30 PM-5:30 PM
The football engineer has the wonderful task of filling up an hour or more of air time each week with music.

Saturday 5:30-7 PM
Musical programming based on whoever will do the show; "alternative" preferred.

Saturday 7 PM-9 PM
More music; something that isn't too jarringly different than before.

Saturday 9 PM-MIDNIGHT
Either dance music or AOR; party sounds.

NOTE: when football season is over, Saturday's schedule will duplicate Sunday's as far as time of air shifts.

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Sunday 10 AM-NOON
Classical music in the morning: "Three B's Brunch".

Sunday NOON-3 PM; 3 PM-5:30 PM; 5:30 PM-7 PM; 7 PM-9 PM
Reggae, jazz, R&B or lite alternative.

Sunday 9 PM-MIDNIGHT
Jazz show, hopefully.

KSMC-FM
PROGRAMMING PROPOSAL
1988-89

****

Monday-Friday 7 AM-9 AM
Morning show; an eclectic blend of music, with a low-key air personality. Information would be good, but probably no morning news.

Monday-Friday 9 AM-NOON
Classical music, probably on automation. OR, Classical music MWF, 'international' music TR.

Monday-Friday NOON-1 PM
Noontime Concert; tightly structured, preprogrammed hour of European classical or traditional jazz.

Monday-Friday 1 PM-3 PM
Specialty shows: folk music, country/western, New Age, avant-garde electronic music. Possibly some public affairs tapes.

Monday-Friday 3 PM-5:30 PM
New music from all 'pop' genres: rock, soul, traditional college, etc. It would be ideal if nothing played in this time slot was more than three months old, six months at the oldest.

Monday-Friday 5:30 PM-7 PM
Mainstream 'pop' music: Top 40, AOR, classic rock, traditional college stuff.

Monday-Friday 7 PM-7:30 PM
Nightly news aka networks. Top stories, in-depth coverage, & features.

Monday-Thursday 7:30 PM-8:30 PM
Talk shows; structured around sports, current affairs, and whatnot.

Friday 7:30 PM-8:30 PM
Rock profile; history of some popular band is covered.

Monday-Friday 8:30 PM-9 PM
Public affairs programming; taped programs from national distributors. On Fridays, Dreams of Rio, a radio drama, will be played.

Sunday-Friday 9 PM-MIDNIGHT
Specialty music: reggae, jazz, dance music, 'beat', etc.

Monday-Friday MIDNIGHT-7 AM
Automation playing easy listening, Muzak kindof stuff.

Saturday-Sunday MIDNIGHT-10 AM
Automation with easy listening music.

Saturday 10 AM-12:30 PM (during football season)
Mainstream music, not too harsh; lead-in to the game.

Saturday 12:30 PM-4:30 PM (roughly)
Football pre-game show, game, & post-game show.

Saturday 4:30 PM-7 PM
Music; basically anybody who wants a show; alternative music preferred.

Saturday 7 PM-9 PM
More music; something that isn't too jarringly different than before.

Saturday 9 PM-MIDNIGHT
Either dance music or AOR; party sounds.

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Classical music in the morning: "Three B's Brunch".

Sunday NOON-3 PM; 3 PM-5:30 PM; 5:30 PM-7 PM; 7 PM-9 PM
Reggae, jazz, R&B or lite alternative.

KSMC-FM
PROGRAMMING PROPOSAL
1988-89

****

Monday-Friday 7 AM-9 AM

Morning show; a lot of talk, emphasis on 'personality'. Infotainment format, with news every 15, 20 min. Three, four songs an hour maximum.

Monday-Friday 9 AM-NOON

Classical music, probably on automation. OR, Classical music MWF, 'international' music TR.

Monday-Friday NOON-1 PM

Noontime Concert; tightly structured, preprogrammed hour of European classical or traditional jazz.

Monday-Friday 1 PM-3 PM

Specialty shows: folk music, country/western, New Age, avant-garde electronic music. Possibly some public affairs tapes.

Monday-Friday 3 PM-5:30 PM; 5:30 PM-7 PM

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Nightly news aka networks. Top stories, in-depth coverage, & features.

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Talk shows; structured around sports, current affairs, and whatnot.

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Rock profile; history of some popular band is covered.

Sunday-Thursday 8:30 PM-9 PM

Public affairs programming; taped programs from national distributors.

Sunday-Friday 9 PM-MIDNIGHT

Specialty music: reggae, jazz, dance music, 'beat', etc.

Monday-Friday MIDNIGHT-7 AM

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KSMC-FM
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1988-89

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Public affairs programming; taped programs from national distributors.

Sunday-Friday 9 PM-MIDNIGHT

Specialty music: reggae, jazz, dance music, 'beat', etc.

Monday-Friday MIDNIGHT-7 AM

Automation playing easy listening, Muzak kindof stuff.

---MONDAY---

12 NOON	PC News Magazine -John Darrell and Jeanne Wright bring you a review of current events within a dimension of faith.
12:30 PM	Consider The Alternatives -One of the nation's most popular and lively radio programs, this show focuses on political and cultural issues of today.
1:00 PM	We Made a Hoe and Went Along -This series, produced in The Netherlands, covers African history from prehistoric man to the apartheid government of South Africa.
7:30 PM	Sports Talk -A full hour devoted to the smaller sports at Saint Mary's College, such as crew, tennis, and rugby, featuring appearances by Gael athletes and coaches.
8:30 PM	Head To Head -This insightful program, produced by Rutgers University, discusses the issues behind the headlines, concentrating on the federal government in this election year.

---TUESDAY---

12 NOON	*Blues...From The Red Rooster* *-A humorous, outrageous, and thoroughly entertaining hour of hard-driving, soulful rhythm and blues from the 1940s, 50s and 60s.*
1:00 PM	*The Mind's Eye* *-A continuing series of radio dramas based on classic stories, this show is sure to fire the imagination.*
7:30 PM	*SMC Roundtable* *-The news of the week, from across the campus and around the world, is reviewed and interpreted by our panel of resident experts.*
8:30 PM	*Music View* *-Columbia Records presents this weekly look at the latest music from today's brightest stars.*

---WEDNESDAY---

12 NOON	Down To Earth Gardening -Berniece Kilpatrick, the Green Witch, discusses gardening and horticulture in Contra Costa County. Whether you are an expert botanist or a devoted amateur, this program is for you.
1:00 PM	Dimensions In Science -A variety of issues, from the dangers in the laboratory to the sights in the observatory, are discussed in this weekly series from the American Chemical Institute.
1:15 PM	Youth On The Air -This fast-paced mix of music and news features, produced by and about young people, is guaranteed to appeal to the young and young-at-heart.
7:30 PM	Sports Talk -The major sports at Saint Mary's College are profiled in this edition of KSMC's popular sports show.
8:30 PM	Commonwealth Club -This speakers' forum from San Francisco presents society's leaders examining the news behind the news.

---THURSDAY---

12 NOON	Lonesome Pine Special -A distinctive series featuring nationally and internationally-acclaimed artists in performance at the Kentucky Center for the Arts.
1:00 PM	Firing Line -A lively, literate dialogue is bound to occur between host William F. Buckley, Jr., widely known as the most eloquent conservative in America, and his many guests.
7:30 PM	KSMC Evening Magazine -A look at the lighter side of life in the Bay Area, with celebrity guests, comedy routines, and, of course, Biff.
8:30 PM	Soundings -Educational, political, and social concerns are common topics in this weekly program brought to you by the National Humanities Center.

---FRIDAY---

12 NOON	Voices Of Our World -Reports on life in Third World nations are featured in this presentation of the Maryknoll Missionaries.
12:30 PM	Cambridge Forum -Each week, authoritative speakers probe issues of public concern with a depth and clarity uncommon in most radio shows.
1:00 PM	Jazz Revisited -Hazen Schumaker takes his listeners on an interesting and informative tour of jazz releases from 1917 to 1947.
7:30 PM	Closer Look -An hour long profile of prominent figures on the music scene, examining their history and influence and, of course, playing significant songs from their career.
8:30 PM	Dreams Of Rio -Intrepid adventurer Jack Flanders searches for a mystical treasure in the jungles of the Amazon and the alleys of Rio de Janeiro.

November 3, 1988

Ed--

I went through the lists and did my own evaluation of the quality of our current programming. When I was finished, I came up with the following program grid for the Jan & spring semesters.

MONDAY		COST
Noon – 12:30 PM	Dialogue	$ 0
12:30– 1:00 PM	Consider The Alternatives	52
1:00 – 1:30 PM	Firing Line	80
1:30 – 2:00 PM	PC NewsMagazine	0
TUESDAY		
Noon – 1:00 PM	Blues...From The Red Rooster	130
1:00 – 1:30 PM	The Mind's Eye	88
1:30 – 2:00 PM	Best Of The Commonwealth Club	0
WEDNESDAY		
Noon – 12:45 PM	Writers Of The Future	0
12:45– 1:00 PM	Youth On The Air	35
1:00 – 1:45 PM	Bay Area Conversations	0
1:45 – 2:00 PM	Dimensions In Science	0
THURSDAY		
Noon – 1:00 PM	Lonesome Pine Special	100
1:00 – 1:30 PM	The Next 200 Years	45
1:30 – 2:00 PM	American Dialogues	60
FRIDAY		
Noon – 1:00 PM	New American Gazette	130
1:00 – 1:30 PM	Jazz Revisited	52
1:30 – 2:00 PM	Voices Of Our World	0
	TOTAL:	$772

Add the $20 affiliation fee and it comes to $792. Although this wasn't what we had planned to spend exactly, we do have the money for it. Assuming no increases in prices and no alterations in programming, we will spend $2172 on public affairs this year, not counting news. Can we get some cash underwriting to cover these shows?

Don

July 24, 1987

Ed,

Hi! I came up to straighten out some things with the registrar and thought I'd stop by the station.

Attached is a proposed schedule of public service programming for Fall 1987. Once the Consitutional Bicentennial is over, we will need programming to fill that time slot, but I'm sure we'll have something by then.

Note that the schedule assumes we purchase or otherwise obtain several programs we are not currently using. I feel that this would not be out of line with our decision to provide quality public service programming to Conta Costa County.

Also, no program listed is less than five minutes in length, aexcept as noted below. These programs should be scheduled at a time other than our public service block.

Three time slots need amplification:

11:30 AM: The Daily Reading- work for this program needs to be initiated immediately. Even so, the first few weks are likely to "feature" KSMC personnel doing live readings.

Noon and 1:00 PM: News Update- this should be five to 10 minutes in length. [illegible] we cvan arrange it, I would like feed from USA Radio Network to provide up-to-date news. Note that, during the noon block, approximately seven minutes are currently unscheduled. We could play another Radio America program at thgis time, if you so desire.

I have taken the liberty of sending for samples of the programming when I can obtain it. Also, I have ordered the free programming. That way, we can preview the programs before we purchase them and have a supply of shows ready for the first weeks of school.

Well, that's all I have for now. See you later,

Don

PUBLIC SERVICE PROGRAMMING

THE MORNING CONCERT Selected classical music on compact disc	DAILY	9:00 AM
LIVE FROM THE COMMONWEALTH CLUB Speakers forum on political and social issues	MONDAY	10:00 AM
THOSE SWINGING YEARS 13 part music series featuring the history of big band	TUESDAY	10:00 AM
PC NEWS MAGAZINE Contemporary religious issues program	WEDNESDAY	10:00 AM
VOICES OF FREEDOM 13 part music series featuring the history of jazz	THURSDAY	10:00 AM
ST. MARY'S FOCUS ON THE WORLD Faculty forum on foreign affairs	FRIDAY	10:00 AM
DIMENSIONS IN SCIENCE Contemporary science issues	DAILY	10:30 AM
ON CAMPUS Contemporary religious themes	DAILY	10:45 AM
VOICES OF OUR WORLD Informative series focusing on third world nations	MONDAY	11:00 AM
MUSIC OF THE RENAISSANCE Hosted by Ed Tywoniak	TUESDAY	11:00 AM
ADVENTURES OF JACK FLANDERS Radio series featuring an intrepid adventurer	WEDNESDAY	11:00 AM
SYNAPSE Electronic music show hosted by Ed Tywoniak	THURSDAY	11:00 AM
CROSSWALK Contemporary Christian music and commentary	FRIDAY	11:00 AM
THE DAILY READING Locally produced literary program	DAILY	11:30 AM
NEWS UPDATE Up-to-the minute news	DAILY	NOON & 1:00 PM
SENSING THE NEWS News commentary from Washington, D.C.	DAILY	12:10 PM

[illegible]SINESS WORLD Contemporary business issues and commentary	MONDAY	12:15 PM
OUR TURN Commentary on minority issues	TUESDAY	12:15 PM
STRAIGHT TALK Public affairs program directed at college youth	WEDNESDAY	12:15 PM
COMMENTARIES ON JUSTICE Commentary on today's judicial system	THURSDAY	12:15 PM
THE LIVING FAITH Commentary on contemporary religious issues	FRIDAY	12:15 PM
SPEAKING OF SCHOOLS Contemporary education issues	DAILY	12:25 PM
CONTRA COSTA HORTICULTURE Gardening and plant care	MONDAY	12:30 PM
FACULTY FOCUS Faculty interviews produced by local students	TUESDAY	12:30 PM
CROSSROADS Minority issues magazine	WEDNESDAY	12:30 PM
WE MADE A HOE AND WENT ALONG 13 part history of Africa	THURSDAY	12:30 PM
THE ROSARY HOUR Religious program	FRIDAY	12:30 PM
THE DUTCH AND THEIR DEVELOPMENT 13 part program on Dutch history	FRIDAY	12:45 PM
FATHER HARRY'S GOD SQUAD Contemporary relgious issues	DAILY	1:10 PM
PAUSE FOR GOOD NEWS Spiritual news for the listener	DAILY	1:15 PM
TODAY'S FAMILY Commentary on issues affecting today's family	DAILY	1:20 PM
CONSTITUTIONAL BICENTENNIAL Recreation of the convention 200 years ago	DAILY	1:30 PM
THE AFTERNOON CONCERT Selected classical music on compact disc	DAILY	2:00 PM

PUBLIC AFFAIRS SCHEDULE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9-10 AM	MORNING CONCERT	MORNING CONCERT	MORNING CONCERT	MORNING CONCERT	MORNING CONCERT
10 - 10 30	COMMONWEALTH CLUB	THOSE SWINGING YEARS	PC NEWS MAGAZINE	VOICES OF FREEDOM	ST. MARY'S FOCUS ON THE WORLD
10 30 - 11 00	DIMENSIONS IN SCIENCE / ON CAMPUS	DIMENSIONS IN SCIENCE / ON CAMPUS	DIMENSIONS IN SCIENCE / ON CAMPUS	DIMENSIONS IN SCIENCE / ON CAMPUS	DIMENSIONS IN SCIENCE / ON CAMPUS
11 00 - 11 30	VOICES OF OUR WORLD	MUSIC OF THE RENAISSANCE	ADVENTURES OF JACK FLANDERS	SYNAPSE	CROSSWALK
11 30 - NOON	THE DAILY READING	THE DAILY READING	THE DAILY READING	THE DAILY READING	THE DAILY READING
NOON - 12 30	NEWS UPDATE SENSING NEWS BUSINESS WORLD SPEAKING SCHOOLS	NEWS UPDATE SENSING NEWS OUR TURN SPEAKING SCHOOLS	NEWS UPDATE SENSING NEWS STRAIGHT TALK SPEAKING SCHOOLS	NEWS UPDATE SENSING NEWS COMMENTARY JUSTICE SPEAKING SCHOOLS	NEWS UPDATE SENSING NEWS THE LIVING ENTITIE SPEAKING SCHOOLS
12 30 - 1 00	CONTRA COSTA HORTICULTURE	FACULTY FOCUS	CROSSROADS	AFRICAN HISTORY	ROSARY HOUR / DUTCH HISTORY
1 - 1 30 PM	NEWS UPDATE GOD SQUAD / GOOD NEWS TODAY'S FAMILY	NEWS UPDATE GOD SQUAD / GOOD NEWS TODAY'S FAMILY	NEWS UPDATE GOD SQUAD / GOOD NEWS TODAY'S FAMILY	NEWS UPDATE GOD SQUAD / GOOD NEWS TODAY'S FAMILY	NEWS UPDATE GOD SQUAD / GOOD NEWS TODAY'S FAMILY
1 30 - 2 00 PM	CONSTITUTIONAL BICENTENNIAL	CONSTITUTIONAL BICENTENNIAL	CONSTITUTIONAL BICENTENNIAL	CONSTITUTIONAL BICENTENNIAL	CONSTITUTIONAL BICENTENNIAL
2 - 3 PM	AFTERNOON CONCERT	AFTERNOON CONCERT	AFTERNOON CONCERT	AFTERNOON CONCERT	AFTERNOON CONCERT

KSMC-FM

FALL 1987
PUBLIC AFFAIRS PROGRAMS
(TENTATIVE LIST)

ST. MARY'S FOCUS ON THE WORLD FACULTY FORUM ON INTERNATIONAL AFFAIRS	WEEKLY	30 MINS.
MUSIC OF THE RENAISSANCE HOSTED BY ED TYWONIAK	WEEKLY	30 MINS.
SYNAPSE ELECTRONIC MUSIC HOSTED BY ED TYWONIAK	WEEKY	30 MINS.
FOCUS ON ST. MARY'S ONE MINUTE PROGRAM BITE FOCUSING ON THE 125TH YEAR CELEBRATION OF THE COLLEGE	DAILY	1 MIN.
FACULTY FOCUS FACULTY INTERVIEWS PRODUCED BY RADIO PRODUCTION CLASS	WEEKLY	30 MINS.
THE DAILY READING LOCALLY PRODUCED LITERARY PROGRAM FEATURING DRAMATIC AND POETRY READINGS	DAILY	30 MINS.
STAR DATE SINDICATED ASTRONOMICAL PROGRAM	DAILY	2 MINS.
VOICES OF FREEDOM 13 PART MUSIC SERIES FEATURING THE HISTORY OF EARLY JAZZ	WEEKLY	30 MINS.
THOSE SWINGIN YEARS 13 PART MUSIC SERIES FEATURING THE HISTORY OF EARLY BIG BAND	WEEKLY	30 MINS.

THE MORNING CONCERT SELECTED CLASSICAL MUSIC ON COMPACT DISC	DAILY	60 MINS.
THE AFTERNOON CONCERT SELECTED CLASSICAL MUSIC ON COMPACT DISC	DAILY	60 MINS.
THE HISTORY OF AFRICA A 13 PART SERIES PRODUCED BY DUTCH RADIO	WEEKLY	30 MINS.
THE HISTORY OF THE NETHERLANDS A 13 PART SERIES PRODUCED BY DUTCH RADIO	WEEKLY	30 MINS.
FINE ARTS REVIEW A REVIEW PROGRAM PRODUCED AT KSMC FEATURING PROFESSOR DAN CAWTHON FOR THE CANADIAN BROADCAST CORP.	MONTHLY	15 MINS.
RADIO AMERICA NEWS FEATURE PRODUCED BY THE REPUBLICAN SENATE CAUCUS	WEEKLY	3 MINS.
STRAIGHT TALK PUBLIC AFFAIRS PROGRAM AIMED AT COLLEGE YOUTH	WEEKLY	5 MINS.
SENSING THE NEWS NEWS COMMENTARY PROGRAM FROM WASHINGTON D.C.	DAILY	5 MINS.
LIVE FROM THE COMMONWEALTH CLUB SPEAKERS FORUM ON POLITICS AND SOCIAL ISSUES	WEEKLY	30 MINS.
ON CAMPUS "MAN ON THE STREET" TYPE INTERVIEWS FOCUSING ON CONTEMPORARY RELIGIOUS THEMES	DAILY	15 MINS.

SPEAKING OF SCHOOLS CONTEMPORARY EDUCATION ISSUES	**DAILY**	**5 MINS.**
DIMENSIONS IN SCIENCE CONTEMPORARY SCIENCE ISSUES AND CURRENT AFFAIRS	**DAILY**	**15 MINS.**
PC NEWS MAGAZINE CONTEMPORARY RELIGIOUS ISSUES PROGRAM PRODUCED BY THE PAULIST FATHERS	**WEEKLY**	**30 MINS.**
FALLOUT CURRENT AFFAIRS PROGRAM FOCUSING ON COLLEGE STUDENTS	**WEEKLY**	**30 MINS.**
FATHER HARRY'S GOD SQUAD CONTEMPORARY RELIGIOUS ISSUES	**WEEKLY**	**5 MINS.**
THE MORNING SHOW MUSIC ENTERTAINMENT WITH INFORMATION ABOUT ST. MARY'S AND THE S.F. BAY AREA	**DAILY**	**90 MINS.**
THE MORNING NEWS LOCALLY PRODUCED NEWS PROGRAM	**DAILY**	**10 MINS.**
THE EVENING NEWS LOCALLY PRODUCED NEWS PROGRAM	**DAILY**	**15 MINS.**
THE INTERNATIONAL HOUR A FOCUS ON THE VARIOUS INTERNATIONAL STUDENTS ATTENDING ST. MARY'S	**WEEKLY**	**60 MINS.**
THE MIDNIGHT SPECIAL A ONE HOUR MUSIC SPECIAL HIGHLIGHTING A ROCK GROUP OR ARTIST	**DAILY**	**60 MINS.**

LIVE COVERAGE OF GAEL FOOTBAL, MEN'S BASKETBALL, WOMEN'S BASKETBALL AND MEN'S BASEBALL.

PLUS A VARIETY OF WEEKLY SPECIALITY PROGRAMS FEATURING ENTERTAINMENT OR DOCUMENTARY TOPICS.

PUBLIC AFFAIRS PROGRAMMING
KSMC-FM

PC NEWS MAGAZINE *A review of current events within a dimension of faith*	*MONDAY*	*1:00 PM*
**BLUES...FROM THE RED ROOSTER* 1 Hr. *Classic blues from the 1940's, 50's, and 60's*	*TUESDAY*	*1:00 PM*
DOWN TO EARTH GARDENING 1 Hr *Gardening and plant care in the East Bay*	*WEDNESDAY*	*1:00 PM*
**LONESOME PINE SPECIAL* 1 Hr. *Various musical genres from the Kentucky Center for the Arts*	*THURSDAY*	*1:00 PM*
WE MADE A HOE AND WENT ALONG *African history presented by Radio Nederland*	*FRIDAY*	*1:00 PM*
**CROSSWALK* 1/2 *Profiles of current Christian music*	*MONDAY*	*1:30 PM*
VOICES OF OUR WORLD *Weekly reports from Third World missionaries*	*FRIDAY*	*1:30 PM*
FOCUS *Leading citizens discuss urgent concerns in America*	*MONDAY*	*2:00 PM*
CONSIDER THE ALTERNATIVES *Current political and cultural issues*	*TUESDAY*	*2:00 PM*
FIRING LINE *William F. Buckley, Jr. interacts with his guests*	*WEDNESDAY*	*2:00 PM*
FORUM *Investigation of all aspects of today's society*	*THURSDAY*	*2:00 PM*
CAMBRIDGE FORUM *Current eventes face public scrutiny*	*FRIDAY*	*2:00 PM*
**THE MIND'S EYE* 1/2 *Classic stories brought to radio*	*MONDAY*	*2:30 PM*
RADIO AMERICA PROFILE *Interviews with movers and shakers in America*	*TUESDAY*	*2:30 PM*
DIMENSIONS IN SCIENCE 15 MINS *Contemporary science issues*	*WEDNESDAY*	*2:30 PM*
THE NEXT 200 YEARS *Distinguished scholars examine the nation's future prospects*	*THURSDAY*	*2:30 PM*
**JAZZ REVISITED* 1/2 *Classic jazz releases are surveyed each week*	*FRIDAY*	*2:30 PM*
YOUTH ON THE AIR 15 MINS *Youth issues discussed in a fast-paced format*	*WEDNESDAY*	*2:45 PM*

KSMC EVENING NEWS *Coverage of the day's news, as well as features*	*DAILY*	*7:00 PM*
SPORTSTALK *Coverage and commentary on the smaller sports at SMC*	*MONDAY*	*7:30 PM*
SMC ROUNDTABLE *The week's news is analyzed, interpreted, and argued.*	*TUESDAY*	*7:30 PM*
SPORTSTALK *The major sports at SMC get attended to*	*WEDNESDAY*	*7:30 PM*
KSMC EVENING MAGAZINE *A look at the lighter side of life*	*THURSDAY*	*7:30 PM*
CLOSER LOOK *Profile of a musical artist*	*FRIDAY*	*7:30 PM*
HEAD TO HEAD *Rutgers-produced program covers the news behind the news*	*MONDAY*	*8:30 PM*
MUSIC VIEW *The latest in new music gets covered*	*TUESDAY*	*8:30 PM*
COMMONWEALTH CLUB *Speakers forum on political and social issues*	*WEDNESDAY*	*8:30 PM*
[illegible]UNDINGS *National issues are debated on this program*	*THURSDAY*	*8:30 PM*
DREAMS OF RIO *Modern radio's intrepid adventurer Jack Flanders is at it again*	*FRIDAY*	*8:30 PM*

STANDBY PUBLIC SERVICE PROGRAMMING

THOSE SWINGING YEARS
13 part music series featuring the history of big band

VOICES OF FREEDOM
13 part music series featuring the history of jazz

ST. MARY'S FOCUS ON THE WORLD
Faculty forum on foreign affairs

ON CAMPUS
Contemporary religious themes

MUSIC OF THE RENAISSANCE
Hosted by Ed Tywoniak

SYNAPSE
Electronic music show hosted by Ed Tywoniak

THE DAILY READING
Locally produced literary program

FACULTY FOCUS
Faculty interviews produced by local students

THE DUTCH AND THEIR DEVELOPMENT
13 part program on Dutch history

FATHER HARRY'S GOD SQUAD
Contemporary religious issues

PAUSE FOR GOOD NEWS
Spiritual news for the listener
TODAY'S FAMILY
Commentary on issues affecting today's family

PUBLIC AFFAIRS PROGRAMMING
KSMC-FM

PC NEWS MAGAZINE A review of current events within a dimension of faith	MONDAY	12 NOON
BLUES...FROM THE RED ROOSTER Classic blues from the 1940's, 50's, and 60's	TUESDAY	12 NOON
DOWN TO EARTH GARDENING Gardening and plant care in the East Bay	WEDNESDAY	12 NOON
LONESOME PINE SPECIAL Various musical genres from the Kentucky Center for the Arts	THURSDAY	12 NOON
VOICES OF OUR WORLD Weekly reports from Third World missionaries	FRIDAY	12 NOON
CONSIDER THE ALTERNATIVES Current political and cultural issues	MONDAY	12:30 PM
CAMBRIDGE FORUM Current events face public scrutiny	FRIDAY	12:30 PM
E MADE A HOE AND WENT ALONG African history presented by Radio Nederland	MONDAY	1:00 PM
THE MIND'S EYE Classic stories brought to radio	TUESDAY	1:00 PM
DIMENSIONS IN SCIENCE Contemporary science issues	WEDNESDAY	1:00 PM
YOUTH ON THE AIR Youth issues discussed in a fast-paced format	WEDNESDAY	1:15 PM
FIRING LINE William F. Buckley, Jr. interacts with his guests	THURSDAY	1:00 PM
JAZZ REVISITED Classic jazz releases are surveyed each week	FRIDAY	1:00 PM

PUBLIC AFFAIRS PROGRAMMING
KSMC-FM

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MC EVENING NEWS *Coverage of the day's news, as well as features*	*DAILY*	*7:00 PM*
SPORTSTALK *Coverage and commentary on the smaller sports at SMC*	*MONDAY*	*7:30 PM*
SMC ROUNDTABLE *The week's news is analyzed, interpreted, and argued.*	*TUESDAY*	*7:30 PM*
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COMMONWEALTH CLUB *Speakers forum on political and social issues*	*WEDNESDAY*	*8:30 PM*
SOUNDINGS *National issues are debated on this program*	*THURSDAY*	*8:30 PM*
DREAMS OF RIO *Modern radio's intrepid adventurer Jack Flanders is at it again*	*FRIDAY*	*8:30 PM*

STANDBY PUBLIC SERVICE PROGRAMMING

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Contemporary religious issues

DYNAMOMENTS
Spiritual news for the listener

TODAY'S FAMILY
Commentary on issues affecting today's family

CROSSWALK
Profiles of current Christian music

RADIO AMERICA PROFILE
Interviews with movers and shakers in America

NATIONAL PUBLIC RADIO

FACTS ABOUT INTERCONNECTION INTO THE PUBLIC RADIO SATELLITE SYSTEM

In operation since 1979, the public radio satellite interconnection system has become the "pipeline" for distribution of thousands of hours of news, performance, and specialized audience programming each year. The system is open to all qualified public telecommunication entities, including program producers, distributors, and stations.

Participating in the satellite system gives you access to national news and information programs, documentaries, music (including country, jazz, bluegrass, big band, and classical), foreign language, or a variety of other programming. You can bring your audience an array of unique, specialized programs, while diversifying your format and increasing your visibility in the public radio arena. Enclosed is an index of the independently produced programs currently distributed on the satellite system.

The public radio satellite system already has more than 280 interconnected stations nationwide. And two new policies have recently been adopted to encourage greater participation in the system by reducing the interconnection fee. The next few pages will outline for you in greater detail how the satellite sytem works, and how you may be able to take advantage of the new policies to become interconnected.

2025 M Street NW, Washington DC 20036, 202 822-2000

System Description

The public radio satellite system includes 19 satellite uplinks for transmitting programming and more than 280 receive terminals, or downlinks, located at public radio stations throughout the country. Programs are distributed 24 hours a day, 7 days a week, over a transponder on the Westar IV satellite.

Stations participating in the satellite system have access to the DACS (Direct Access Communications System), a hard copy electronic message system used to transmit timely program announcements and scheduling information. The DACS is also an important source of information about public radio organizational activities, regulatory news, and various other subjects of interest to the public broadcasting community.

The public radio satellite system is managed by the Distribution Division of National Public Radio, on behalf of the participating interconnected stations. Any station wishing to participate in the public radio interconnection system must operate a satellite terminal capable of receiving signals from the appropriate transponder on the Westar IV satellite, and must share in the cost of operating and maintaining the system by paying an annual Distribution/ Interconnection (D/I) Fee.

Programming

Stations which participate in the satellite interconnection system have access to a wide variety of programs from National Public Radio, American Public Radio, Pacifica, and hundreds of independent radio producers and organizations. By becoming interconnected you can receive directly from the satellite APR programs such as Good Evening with Noah Adams, A Prairie Home Companion, Business Update, and the Los Angeles Philharmonic Orchestra. The D/I Fee entitles stations to participate in the satellite system and receive programming distributed on it, but it does not include the cost of the programs themselves.

Individual programs and program series are variously priced by their producers. Many independently produced programs are free to stations; others are available for small fees. NPR Distribution publishes a catalog of programs available through the Extended Program Service (EPS), which includes all independent producers distributing on the satellite system. The EPS catalog includes information on program pricing, availability and usage restrictions. For a copy of the catalog, contact Lanette Simmons, (202) 822-2604.

The EPS catalog does not include listings for the two largest suppliers of public radio programming, American Public Radio and National Public Radio. Stations must separately contact these organizations to receive information on program access and costs.

Interconnection Facilities

NPR Distribution's Operations & Engineering Department offers advice and assistance in constructing satellite terminals to meet the standards necessary to insure adequate technical performance. NPR does not provide funds to stations for building or operating satellite facilities. For financial assistance information, stations should contact The Corporation for Public Broadcasting, which gives grants to public radio stations which meet certain criteria, and the National Telecommunications Information Administration, which has a limited amount of funds available on a competitive basis for facilities construction.

For further information on new interconnection facilities, contact Blan Shattuck, (202) 822-2461.

D/I Fee

Each station that participates in the satellite system must pay a Distribution/Interconnection (D/I) Fee, which is set annually by the NPR Board of Directors. The D/I Fee for Fiscal Year 1988, beginning October 1, 1987, is $10,000.

However, stations interested in joining the system should be aware of two policy changes recently adopted by the NPR Board which offer D/I Fee reductions for stations with limited financial resources, and stations which are becoming satellite interconnected for the first time.

Public radio stations with annual total cash incomes below $225,000 are now eligible for interconnection as "non-participating" stations. Stations which qualify for this category of service may choose to pay a reduced D/I Fee, based on a prorated formula, while giving up certain benefits of full participating station status, which are listed below. The minimum fee regardless of the formula is $2,000.

EXAMPLES OF FEES FOR NON-PARTICIPATING STATIONS*

Total Cash Income	Fee
$50,000	$2,222
$75,000	$3,333
$100,000	$4,444
$125,000	$5,555
$150,000	$6,667
$175,000	$7,778
$200,000	$8,889

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*Calculated using the FY 1988 D/I Fee of $10,000.

Stations should note that "non-participating" stations forego certain benefits of full participating status, including:

1. voting in interconnection system affairs.
2. participating in any reimbursement to stations of dividends generated by revenues from commercial shared use of the satellite system.
3. receiving normal depot maintenance and repair service for satellite equipment. (This service is available only on a pay-as- you-go basis to non-participating stations.)

In addition, stations which become satellite interconnected for the first time will now receive a 50% discount on their first year's D/I Fee, and a 25% discount on their second year's fee. (The full fee will be paid in the third year and each subsequent year.) New stations which apply and qualify for non-participating status will have this discount applied to their fee as assessed under the formula described above.

Both of these policies are in effect for the 1988 Fiscal Year. However, both will be reviewed after one year to determine whether they have been effective in promoting access to the public radio satellite system.

If you have been considering joining the public radio satellite system, now is an excellent time to move forward. For further information, please contact:

Bill Ward, Manager, Business Affairs
Distribution Division
National Public Radio
2025 M Street NW
Washington, DC 20036
Phone: (202) 822-2619

INDEX BY FORMAT

These programs, offered on the satellite system, are available to all interconnected stations including non-NPR and non-APR members. The Extended Program Service Catalog provides a description of each program as well as contact names and phone numbers.

Format	Title
BIG BAND	**A HOT JAZZ NEW YEAR'S EVE**
	BIG BAND STAND, THE
	ONE NIGHT STAND
	SOUND OF SWING, THE
BLUES/R&B	**PORTRAITS IN BLUE**
CLASSICAL MUSIC	**BUSCH-REISINGER ORGAN SERIES**
	DW FESTIVAL CONCERTS
	LIVE FROM LINCOLN CENTER SIMULCASTS
	LIVE FROM THE MET SIMULCASTS
	MUSIC FROM FINLAND
	RADIO MUSIC SERIES
	METROPOLITAN OPERA, THE
DOCUMENTARY	**PLYMOUTH STORY, THE**
DRAMA	**ANTLERS/AN ADULT XMAS SPECIAL**
	JOE FRANK: WORK IN PROGRESS
FOLK MUSIC	**SANDY BRADLEY'S "POTLUCK"**
	TIDEWATER REPORT, THE
HEALTH	**FAMILY HEALTH**
	HEALTH UPDATES FROM NIH
	HEART OF THE MATTER, THE
	JOHNS HOPKINS HEALTH NEWSFEED
	MEDICALLY SPEAKING
	SPOTLIGHT ON HEALTH
INFORMATION	**1988 TOURNAMENT OF ROSES PARADE**
	CHAUTAUQUA LECTURES
	FOCUS

INDEX BY FORMAT

Format	Title
	GARDENING JOURNAL, THE
	RADIO LINKS ENTERTAINMENT
	I'M TOO BUSY TO TALK NOW: CONVERSATIONS WITH CREATIVE PEOPLE OVER 70
	JEWISH PEOPLE'S UNIVERSITY OF THE AIR
	CHILDREN'S JOURNAL, THE
INT'L MUSIC	BRAZILIAN HOUR
JAZZ	JAZZ REVISITED
MAGAZINE	ACROSS THE ATLANTIC
	CROSSROADS
	FIRST PERSON RADIO
	POSTCARD FROM PARIS
	RADIO FINLAND: NEWS AND MODULAR SERVICE
	RADIO SMITHSONIAN
	ALASKANARTS
	U.S. EAR: THE NEW MUSIC REVIEW
MUSIC	CAROLS FROM KINGS
	HEARTS OF SPACE (MUSIC FROM THE)
	IMPACT: INNOVATIVE MUSIC FROM THE PACIFIC COAST
	TOTALLY WIRED
NATURE/ENVIRONMENT	ENVIRONMENT TODAY
	MUTUAL OF OMAHA'S NATURE NEWSBREAK
	NATURE OF THINGS, THE
NEWS/INFORMATION	ALASKA NEWS NIGHTLY
	AUDIOLINE
	CAPITAL REPORT FLORIDA
	CAPITOLINK
	FLORIDA ACTUALITY FEED
	FOCUS ON THE LAW
	INTERNET NEWS SERVICE
	JORNADA

INDEX BY FORMAT

Format	Title
	JOURNEY
	MARKET WEEK
	MICHIGAN PUBLIC RADIO NEWS FEED
	NAMING NAMES
	NATIONAL NATIVE NEWS SERVICE
	NORTHWEST WEEK IN REVIEW
	NOTICIERO LATINO
	OHIO PORTFOLIO
	PACIFICA RADIO NEWS
	TAX FACTS FROM THE I.R.S.
	WASHINGTON/ALABAMA NEWS REPORT
	WINGS/WOMEN'S INTERNATIONAL NEWS GATHERING SERVICE
PUBLIC AFFAIRS	AMERICAN DIALOGUES
	AMERICAN ENERGY UPDATE
	AMEX BUSINESSTALK
	AMNESTY INTERNATIONAL REPORTS
	BENCHBOOK, THE
	BYLINE
	CAMBRIDGE FORUM
	COMMON GROUND
	COMMONWEALTH CLUB OF CALIFORNIA
	CONSIDER THE ALTERNATIVES
	CONVERSATIONS FROM WINGSPREAD
	DATELINE VANDERBILT
	DISPATCH FROM NATO
	FIRING LINE
	GEORGETOWN UNIVERSITY FORUM
	GREAT DECISIONS '88
	NEW DIMENSIONS
	NEW VOICES
	RUNNING FOR PRESIDENT
	SOUNDINGS
	WASHINGTON SPOTLIGHT
	IN THE PUBLIC INTEREST
ROCK & ROLL	CYPRUS AVENUE
SCIENCE	NASA 'SPACE STORY' MODULES
	SKYLINE

INDEX BY FORMAT

Format	Title
	SOUNDS OF SCIENCE, THE
	STAR DATE
SPOKEN WORD	
	A MOVEABLE FEAST
	BOOK GALLERY
	LE SHOW
	TELL ME A STORY
	THE POET AND THE POEM
	KEN NORDINE'S WORD JAZZ
	NEW LETTERS ON THE AIR
	RADIO READER, THE

Ed -   10/2/87

I thought you might be interested in taking a look at this for an update on how things are going with the news Team. Thank you,

Mary

KSMC NEWS TEAM

Fall 1987

DEPARTMENT HEAD	DEPARTMENT	PHONE
Mary Lanigan	News Director, Headlines, Weather, Morning News	376-8314
Heather Pardi	International News	376-4109
Jenny Olin	National News, Local on Wed.	376-7983
	State News	
Tracy Quiner	Local News	376-9097
Kent Camera	Sports	376-1556
Ann Curtis	Morning News, Tues. & Thurs.	631-0552
Bunny Dunham	Entertainment	376-7397
Jeannie Johnston	Dot and Barbie's	376-4770
Beth Camphell	Alternative Lifestyles	376-4393

Welcome to the KSMC NEWS TEAM!! Each department head is responsible for producing four stories for every afternoon broadcast, Monday through Friday. Any reliable news source is acceptable; the morning Chronicle, the late edition Examiner, and the Contra Costa Times can be found in the newsroom daily, along with typewriters, specifically for use by the News Staff. Please have your stories typed and be ready to go on the air by 5:20 daily.

I would appreciate each news story being typed on a separate sheet of paper, labeled by department (Local, National, etc.), and dated in the upper right hand corner. After reading your stories on the air, please file them away in the file cabinet.

Some quick tips on speaking over the air: Concentrate on speaking slowly and articulating every word. It is also a good idea to take a few minutes to familiarize yourself with your stories, checking to make sure you are clear on word pronunciation, before you read the stories on the air. You might want to take a pen and mark places where you want to take a pause as you are reading - especially in a long sentence - or certain words you want to emphasize to aid in the understanding of the story. Female voices tend to come off somewhat high and tinny over the air, so it helps tremendously to concentrate on lowering your voices over the air - except for Kent, of course!! We will be taping the newscasts from time to time, so each of you will have plenty of opportunities to hear yourselves over the air and note areas that might need improvement.

Please take responsibility for your department if you are unable to make a broadcast by contacting another staff member - including me! - to cover your section.

We still need to find two people to take responsibility for State and St. Mary's News sections. If you know anyone who might be interested, or if you'd like to do it yourself, please talk to me.

I know that all of you want to make our News Team as professional as possible. Although most of you are somewhat new to news broadcasting, I have already noticed a great deal of talent among you and I can see that we as a news team have a great deal of potential. I welcome any suggestions or criticisms in order to improve our News Team; keep your eyes and ears open for fresh ideas. We all need to work together to make this year's news team the best!! Thanks to all of you for your great work so far!

-Mary

An added note: I am aiming to eventually extend our newscast to a half an hour every day. Special features, such as Entertainment and Dot and Barbie, will help greatly, but I am also asking each department head to extend their stories, adding more depth and detail, as well as time. I am also looking for people who are interested in creating their own news sections [editorials on sports, politics, etc., St. Mary's News, interviews with student personalities, as well as faculty and administration heads, and more.] If you know of any interested people, please have them come to the station at news time to talk to me. Thanks!!

KSMC RADIO PROGRAM PROPOSAL

"SAINT MARY'S FOCUS ON THE WORLD"
DRAFT *1

MAY 1987

PROGRAM DESCRIPTION

A LIVE WEEKLY PROGRAM FEATURING A PANEL OF EXPERTS ON GOVERNMENT, FOREIGN POLICY, NATIONAL AND WORLD AFFAIRS, AND OTHER INTERNATIONAL ISSUES OF RELEVENCE AND CONCERN. THE STUDIO PANEL WOULD BE COMPRISED OF SAINT MARY'S FACULTY AND STUDENTS (EITHER A FIXED PANEL OR ROTATING) WITH EITHER A REGULAR OR GUEST HOST FOR THE SERIES.

TOPICS COULD INCLUDE CURRENT INTERNATIONAL EVENTS IN THE NEWS, CULTURAL FEATURES ABOUT FOREIGN COUNTRIES, ANALYSIS OF INTERNATIONAL NEWS REPORTING SERVICES, ETC.

POSSIBLE INTERESTED FACULTY MEMBERS

JOAN HALPERIN	FRANCE
PAOLA SENSI-ISOLANI	ITALY
KUSUM SINGH	INDIA
DE SALLES PEREZ	SPAIN
JOHN DWYER	GERMANY
DIANNA WU	CHINA
NUSHI SAFINIA	ARAB COUNTRIES
WILBUR CHAFEE	CENTRAL AND SOUTH AMERICA

OTHER FACULTY MEMBERS COULD BE FOUND WHO MIGHT HAVE EXPERTISE IN OTHER COUNTRIES OR REGIONS SUCH AS:

SOUTH AFRICA
AUSTRALIA
CANADA
ISRAEL
RUSSIA
EASTERN BLOCK COUNTRIES
JAPAN
MAYLAYSIA
PHILLIPINES

RESOURCES

RESOURCES WOULD NEED TO BE MADE AVAILABLE SUCH AS FOREIGN NEWSPAPERS AND MAGAZINES (TO BE ORDERED THROUGH THE LIBRARY?), INDIGINOUS MUSIC FROM THE VARIOUS COUNTRIES.

IT WOULD ALSO BE DESIRABLE TO HAVE AVAILABLE AUDIO SOUND BITES AND ACTUALITIES THAT COULD BE INTERWOVEN INTO THE PROGRAM OR USED PERHAPS AS AN OPENING MONTAGE FOR THE PROGRAM.

PRODUCTION

PROGRAM SCRIPTS, MUSIC BEDS, PROGRAM THEME SONGS, PROMOTIONAL SPOTS, FLIERS, AND PRESS RELEASES WOULD NEED TO BE DEVELOPED AND PRODUCED. THESE ACTIVITIES AND PROJECTS COULD BE HANDLED IN LARGE PART BY THE KSMC STAFF AND THE STUDENTS ENROLLED IN THE RADIO PRODUCTION CLASS.

Network News

Volume 5, Number 1 January/February 1986

JForum—The Electronic Press Club

by Frank Catalano
Health/Science Reporter
KING-AM, Seattle

type type click *beep*

Good evening Frank

Good evening, Pippin.

Would you like to play a game of chess?

No, not really. Tonight, I'd like you to hook up to the modem—you know, the device that lets you communicate with your brethren over the phone lines—and call CompuServe for me.

If you don't like chess, I'm sure I could come up with another game.

No, that's not it at all. I'm just in the mood to chat with a few of my news colleagues, and there's now a way to do that, electronically, with my home computer.

How very interesting. Tell me more.

It began nearly two years ago when radio newsman Jim Cameron got a subscription to CompuServe. That's a service—of a type frequently called videotex—which offers callers with computers everything from games to discussions for an hourly fee.

Cameron, like many of us in this business, checked around to find where journalists met. There was no one place. So, JForum (for Journalism Forum) was born on Aug. 26, 1985, to what Cameron says was an early response "far greater and faster than I'd hoped." As of late October, JForum had over 300 members and was growing in membership at the rate of five new members a day. He figures current members are split about evenly "between print/electronic and other," as Cameron puts it.

Why would someone want to join?

Well, for the same reasons, I suppose, people used to join press clubs in droves—for companionship and conversation with colleagues. The forum is split into several "subtopics" of interest, among them radio, commentary and one covering general topics. In each of these areas, debates rage with people leaving messages that others can respond to.

Among some recent conversations: the ethics of WCCO-TV, Minneapolis, in helping pay the expenses of a sexually active AIDS patient; the issue of the New Jersey Governor's race and how public radio and TV in that state may have been manipulated for campaign purposes, and how the press may have acted as a cheerleader in the Achille Lauro hijacking.

Does it cost much?

Only CompuServe's basic rates: for a 300 baud modem (that's the speed), it's $6.00/hour nights and weekends, and $12.50/hour days. But it can add up. I find I typically spend 20 to 30 minutes on JForum each time I call, and while that's not bad, in a busy month I can spend $80.00 or more.

Is more planned?

Cameron hopes to perfect the service, and that means moving from being the choice of reporters in the home to being used in the newsroom.

To that end, JForum has several "data libraries" Cameron wants to exploit—an experts' index, a stringers' file, a jobs file, an equipment exchange and electronic libraries with articles and news of interest to those in radio, TV, print and photo-video.

In addition, there's a conference section of JForum in which members can talk to each other—or a newsmaker—via their computers at the same time, live. Not to mention access to all the other CompuServe services, such as an on-line encyclopedia and even other specialty forums for reporters looking for leads on specific topics.

Does this mean you won't be conversing with me any more?

Well, uh . . .

whirr *tilt* *Frank, I'd like to sing you a song I was once taught. It goes like this. "Daisy, daisy . . . ."*

Editor's Note: Frank Catalano was honored recently by The American Academy of Family Physicians. Catalano's station, KING, Seattle, was named one of the two national award winners in the Academy's 1985 Journalism Awards Competition. Catalano was cited for excellence for his five-part radio series, "Doc In The Box," which examined the changing face of health care with the introduction of walk-in medical centers.

JFORUM

A DATABASE
FOR JOURNALISTS
from CompuServe and
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AP
NETWORK NEWS

AP Broadcast News Center
1825 K St., N.W.
Washington, D.C. 20006

REPORT

Make a connection

J-FORUM

By John E. Mollwitz

Trivia quiz: What is JForum? And how might it help you?

The first answer is easy enough: It's an electronic bulletin board to which members of the Society can gain access — if they have a computer that can communicate with other computers, via a modem.

The answer to the second question is more difficult. The Society has hooked up with JForum — short for Journalism Forum — on a trial basis. No one, including the national board, had any preconceived notions as to precisely what value JForum might have to individual members.

In fact, JForum's value will not be defined by me, or by the president of the Society, or by the board. It will be defined by individual members who use it.

Journalism Forum is an electronic data base housed within CompuServe, a large and diverse electronic information network based in Columbus, Ohio.

As the systems operator for the SPJ,SDX data library within JForum, I often hear questions such as, What is an electronic information service? What does one do with it? How does one use it effectively?

Putting the answers into words is sort of like trying to tell someone who has always used a clip-on how to tie a bow tie. The answers are more easily provided by showing rather than telling.

Yet, with this column, we'll work together to find the words we need to venture into not only a whole new world of information but also a new process of communication.

An electronic information service is, basically, a network of large, complex mainframe computers. Those who access the CompuServe network with their personal computers are able to view information stored in data bases and to communicate with other PC users, as well as with system operators — or sysops — who maintain the data bases. Journalism Forum, which was founded by Jim Cameron, president of a broadcast consulting firm in Brooklyn, New York, can be viewed as a microcosm of a computer network.

Within JForum's confines are 17 data libraries, which contain files of information provided by several sources, including SPJ,SDX and other journalism organizations.

In addition to these data libraries, the forum provides several ways through which PC users can communicate with one another. People can communicate even if they are not on-line at the same time — through a posting of either public or private messages. Messages are flagged for the intended recipient, who can read them whenever he or she accesses the system. In effect, the posting procedure is similar to a telephone answering machine.

And PC users can communicate with others through on-line "conferencing" — in either public or private "modes." Almost any number of people can hook up to a conference, sharing information and views. This is similar, in a way, to CB radio chatter.

Experience on a "special interest group" such as JForum allows a person to gain experience in the electronic information world before venturing into a host of other areas.

When the *Challenger* tragedy occurred, the Associated Press monitored Space Forum on CompuServe for leads on stories. Space Forum is where many people associated with NASA and its contractors and subcontractors trade gossip and information about the space program. In the days that followed, it naturally was a busy forum and one that provided the AP with some scoops.

Another forum was kept busy not too long ago discussing a series of articles that had appeared in *The Milwaukee Journal*, with many users expanding on points brought out in the series. It came as a surprise to the reporter who wrote the series that such a "network" even existed, let alone was discussing his work.

CompuServe can provide a wealth of information . . . for a price. Connect time ranges from $6 to $15 an hour, depending on the modem speed at which the system is accessed and the time of day.

Efficient users of the system become "experts" at using the command structure once they become familiar with the system. One such user said his connect charges ran $100 a month before he took the time to become an "expert." Now his charges run from $8 to $10 a month, and he says he gets as much or more information as he did before.

In future columns, we'll discuss how you can become an expert — how you can save money on connect charges by becoming a more efficient user of the system.

Next month, however, we'll discuss what happens when you "log on" for the first time.

For those who wish to sign on before then, you may obtain a free IntroPak by calling (800) 848-8199. In Ohio, call (614) 457-0802.

After the call is placed, identify yourself as a member of The Society of Professional Journalists and ask to be sent an IntroPak. Then tell the operator your name, address, and SPJ,SDX membership number, which should be on the mailing label on the cover of this issue of The QUILL. You also must mention the code phrase MB 2017. These procedures are necessary to make sure that only SPJ,SDX members get a free IntroPak.

You will be mailed your IntroPak, which includes a "user I.D." number and a password.

After you receive your IntroPak, call CompuServe's toll-free number one more time, so that you can learn the local phone number through which you can access the system. (Note: CompuServe won't give out the number unless you can tell the operator your user I.D. number.) After you sign-on to CompuServe with your user I.D. and password, you will be prompted to provide information about where you want your bill to go and other details.

Following that, type "Go JForum" at any exclamation point prompt or colon. Once there, choose the option to leave a message. Where it says "To:" type "sysop"; when you complete the message, end it with a "/ex." You will be asked for a send option. When you get this prompt, type "S17."

To sign off the system, type "log" "bye" or "off" — depending on your software — at any exclamation point or colon prompt. Welcome to a new information world. And don't be surprised if you're corresponding with someone in Japan. Q

John E. Mollwitz is a copy editor for *The Milwaukee Journal* and chairman of the SPJ,SDX Computers Committee.

May '87

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1935	The first news service for radio
1945	The first all-sports wire
1951	The first TTS service, enabling newspapers to set and justify type automatically from wire transmissions
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1958	The first wire service radio network
1974	The first high-speed data newswire-1,200 wpm
1981	The first satellite data transmission by any news agency
1983	UPI CustomNews and UPI Custom Data-the first customized news selection services for broadcasters and newspapers
1984	First national Spanish radio network
1987	PYXYS-the first all-digital picture transmission and editing system

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Welcome to a true breakthrough in news services.

Welcome to a unique time-saver and money-saver for newspapers.

UPI CustomData is the "design-your-own" news service! The news service that gives you access to the entire UPI high-speed database – millions of words a day of news, sports, markets, features, business and more. And it lets you pick whatever part of that database you want, without force-feeding you the entire report.

You tell us what you want. More of this, less of that. More news from your neighboring state and less from the other end of the country. All the news you can possibly get on some subjects, only the top breaking news on others.

You can preselect your news based on how important it is, where it's from or what it's about.

And that's just what we deliver you.

You save time and money by not having to sort through news you didn't want. You get only the news you want.

Here are some examples of how newspapers of different sizes and interests might set up their CustomData program.

A major metropolitan newspaper in Ohio

This newspaper wants to see all national copy so it elects not to limit that type of news. It also wants to see all Ohio state news. *However*, it is very interested in the steel industry, coal, shipping, trucking, the auto industry, agriculture and health. So it asks to be programmed to get stories on those topics from all over the country – stories that don't make the national wire and might not be relayed to the Ohio report. This option, never before available on a regular basis, remains a UPI exclusive.

The newspaper also wants a full national financial report but only needs a few of the Midwest grain and livestock market reports. It orders those specific markets and no longer is forced to sort through Peoria pigs and Wisconsin cheese markets to find the few items it wants.

In sports, the newspaper takes the full national and Ohio reports with a few exceptions. It handles its own high school sports coverage and declines to take UPI's. And it has no interest in rodeos or yachting so it orders stories on those subjects only if they are urgent or on that day's budget.

The newspaper is a heavy user of features and asks for all available feature copy from the national report, the Ohio report and surrounding states. As a result, it begins getting more regional features.

A Mid-size Indiana newspaper near the Illinois border

This newspaper uses little national copy, preferring to concentrate on local and regional news. It therefore asks to limit the flow of national-international copy to just what's listed on the editors' budget and to breaking stories. But the editors want everything they can get on agriculture and farm implements to fill the weekly farm section, so they ask to be programmed for all copy on those topics. As a result, they get not only all topics from the national report on those subjects, but also from other state reports as well.

The newspaper asks for the full Indiana state report and, because it is so close to Illinois, for a full Illinois news report as well. A week later, the editors decide they want only the top stories from Illinois and stories about state government. That change in their program is made virtually instantly.

In sports, the newspaper asks for all college basketball and football but only "budget" stories about other sports, including national roundups. They ask for all sports agate.

The newspaper asks for all the state and regional features but from the national features packages they want only the weekly NewsFeatures, LifeStyle and Science packages.

A very small newspaper in Central Tennessee

This newspaper – traditionally a TTS client – converts to a simple computer system.

Because the computer's memory is extremely limited, the newspaper wants only the bare minimum of material from the national report – the summaries, upgraded three times daily during its publication cycle – and breaking news.

Similarly, the newspaper asks only for the "budget" stories and breaking copy from the Tennessee state report.

The newspaper wants only state sports news and college football from the Southeast.

It wants no feature or financial copy of any kind.

Those are just some of the ways you can put UPI CustomData to work for your newspaper to save you time, money and peoplepower.

And now...let's look at the heart of UPI CustomData – the topics and subtopics from which YOU can build your news report. And remember: You can choose to get copy on any combination of topics or subtopics.

News Topics & Subtopics

Agriculture – Accident; Business; Crops; Dairy; Livestock; Politics.

Demonstrations – Nonviolent; Violent.

Economy & Consumer– Consumer; Domestic; Foreign.

Education – Elementary/Secondary; Higher; Preschool/Daycare; Vocational.

Energy – Coal; Electricity; Gasoline; Geothermal; Natural Gas; Nuclear; Oil; Outages; Wood; Other Exotic.

Environment – Acid Rain; Air; Hazardous Waste; Other (Misc.).

Ethics & Social Issues – Abortion; Right to Die; Other Issues.

Government – Budgets; City; County; Foreign; Federal; IRS; Other Local; State; Taxes; UN.

Human Interest – Animals; Extraterrestrial; Gambling; History; Lotteries; People; Quirks; Sex; Tearjerkers; UFOs.

Industry – Aerospace & Aviation; Appliances & Hardware; Autos; Beverages; Chemicals; Construction & Home Improvement; Electronics; Entertainment & Amusements; Farm Implements & Heavy Machinery; Fishing; Food; Health, Medicine & Biochemical; High Tech & Computers; Merchandising; Metals; Mining; Paper; Personal Care, Glamour & Cosmetics; Real Estate & Housing; Sports; Textiles; Clothing & Fashion; Tobacco; Tourism; Utilities, Wood Products, Furniture & Forestry; Other Industries.

Labor – Jobs; Strikes; Union News.

Legal – Civil Proceedings; Civil Rights; Criminal Proceedings; Drugs; Executions; Judges & Lawyers; Mob; Nonviolent Crimes; Police; Prisons; Supreme (highest) Court; Violent Crimes.

Lifestyle – Collecting; Consumer/How-To; Fashion; Food; Leisure; Toys; Travel; Other (Misc.).

Media & Communications – Advertising; Cable; Editorial Sampler; Magazine & Book Publishing; Marketing & Consulting; Newspapers; Radio; Satellite; Telephone; Television; Wire Services.

Military – Air Force; Army; Coast Guard; Intelligence; Marines; MIAs & POWs; Navy; Veterans; Weapons.

Mishaps & Catastrophies – Aviation; Collapses; Contamination; Drownings; Explosions; Fires; Floods; Logging; Maritime; Missing Persons; Nuclear; Quakes; Railroad; Spills; Traffic/Highway; Volcanos; Other (Misc.).

Obituaries – Also cross coded by occupation of deceased.

Politics – Campaigns & Elections; Parties.

Religion – Cults, Organized.

Science & Medicine – Cancer; Contagious Disease; Heart Disease; Space; Other Medicine; Other Science & Research.

Special Interest – American Indians; Asian Americans; Blacks; Children & Teens; Gay; Handicapped; Hispanics; Men; Philanthrophy; Poor; Seniors; US Border Areas; Women; Other Ethnics.

Terrorism – Assassination; Bombings; Hijackings; Kidnapping & Hostages.

Transportation – Aviation; Cars; Highways;' Maritime; Mass Transit; Railroads; Trucking.

War & Fighting – Also cross-coded by country code.

Weather – Daily weather roundup and other misc. national interest weather.

Sports Topics

Any of the following UPI CustomData sports topics may be ordered by level of competition – from professional to high school – and where appropriate, may be broken down into men's and women's competition.

Baseball; Basketball; Bowling; Boxing; Equestrian; Football; Golf; Gymnastics; Hockey; Horse/Dog Racing; Marathons; Motor Sports; Outdoor Sports; Rodeo; Skating; Soccer; Softball; Tennis; Track; Volleyball; Water Sports; Weight Lifting; Winter Sports; Wrestling; Yachting; Other Sports

Financial Topics & Subtopics

Agriculture – Accident; Business; Crops; Dairy; Livestock; Politics.

Commodities – Citrus; Coffee; Copper; Cotton; Eggs; Gold; Grain (Futures); Grain (Spot Price); Livestock (Futures); Livestock (Spot Price); Meat; Silver; Sugar; Tobacco; Other Futures; Other Metals; Other Vegetables & Fruit.

Corporate – Accounting; Acquisitions & Takeovers; Dividends; Earnings; Entrepreneurial; Futurist; General News; Management; Mergers; Multinational; People; Products & Services; Small Business.

Economy & Consumer – Consumer; Domestic; Foreign.

Energy – Coal, Electricity; Gasoline; Geothermal; Natural Gas; Nuclear; Oil; Outages; Wood; Other Exotic.

Financial Services – Brokerages; Commerial Banks; Credit Cards; Financial Planning; Insurance; Mutual Funds; Thrifts.

Indexes & Tabular – AMEX; Dow Jones; NASDAQ; NYSE; Standard & Poors; Other Indexes; Other Tabular.

Industry – Aerospace & Aviation; Appliances & Hardware; Autos; Beverages; Chemicals; Construction & Home Improvements; Electronics; Entertainment & Amusement; Farm Implements & Heavy Machinery; Fishing; Food; Health; Medicine & Biochemical; High Tech & Computers; Merchandising; Metals; Mining; Paper; Personal Care, Glamour & Cosmetics; Real Estate & Housing; Sports; Textiles; Clothing & Fashion; Tobacco; Tourism; Utilities; Wood Products, Furniture & Forestry; Other Products.

Labor – Jobs; Strikes; Union News.

Money & Credit – Consumer; Credit; Debt; Federal Reserve; Foreign Exchange; Foreign Finance; Interest Rates; Money Supply; Mortgages; Treasury Auctions.

Trade – International; Retail; Wholesale.

Transportation – Aviation; Cars; Highways; Maritime; Mass Transit; Railroads; Trucking.

Wall Street – Bonds; Financial; Investment; SEC; Stocks.

Weather Topics & Subtopics

Forecasts – Extended; State.
List – High/Low; River Stages; Temperatures.
Summaries – Weathervanes.

Entertainment Topics & Subtopics

Art
Books
Fairs/Carnivals
Movies
Museums
Music – Blues; Classical; Country & Western; Gospel; Jazz; Pop, Rock, Soul, Etc.
Parades
Stage – Dance; Plays.
TV/Radio

Country Coding

You can also elect to order news from specific areas of the world. You may order copy from the whole region or from individual countries. Obviously, the volume of copy available will vary by country.

Africa – Nigeria; South Africa; Uganda; Zaire; Zimbabwe; Other.

Asia – Cambodia, China, Hong Kong, India; Indonesia; Japan; Korea; Laos; Pakistan; Philippines; Taiwan; Thailand; Vietnam; Others.

Central America/Caribbean – Belize; Canal Zone; Costa Rica; Cuba; Dominican Republic; El Salvador; Guatemala; Haiti; Honduras; Mexico; Nicaragua; Puerto Rico; Trinidad-Tobago; Others.

Europe – Austria; the Balkans; Belgium; Czechoslovakia; France; Germany; Great Britain; Hungary; Iceland; Italy; the Netherlands; Poland; Portugal; Romania; the Soviet Union; Spain; Switzerland; Turkey.

The Mideast – Egypt; Iran; Israel; Lebanon; Lybia; Saudi Arabia; Syria.

North America – Canada; Greenland.

Oceania – Australia; New Zealand; Others.

South America – Argentina; Bolivia; Brazil; Chile; Colombia; Ecuador; French Guyana; Paraguay; Peru; Surinam; Uruguay; Venezuela.

UPI CustomData

Before we get to selecting copy by topics and subtopics, we need to start with the basic building blocks. Check the parts of the traditional UPI report that you want to keep:

From which cycles do you want copy:

- ☐ AM
- ☐ PM
- ☐ BC

The National Report

- ☐ All bulletins, urgents and advisories
- ☐ All copy on the editors' sked
- ☐ All secondary copy
- ☐ Summaries (top news of the day in brief form)
- ☐ Briefs (less important stories in brief form)
- ☐ NewsFeatures

The State Report

- ☐ All bulletins, urgents and advisories
- ☐ All copy on the editors' sked
- ☐ All secondary copy

The National Sports Report

- ☐ All bulletins, urgents and advisories
- ☐ All copy on the editors' sked
- ☐ All secondary copy
- ☐ All summaries (or you may specify on the "topics" checklist you want only summaries for specific sports)
- ☐ Daily "Scoreboard" and "Calendar" (PM cycle only)
- ☐ Sports Briefs
- ☐ Agate (or you may specify on the topic menu only agate about specific sports

Now we move along to the topics and start adding copy to the basic program we've outlined above. How much additional copy you will add is going to vary depending on your basic menu selection. If, for example, you selected all national copy, by adding "transportation" copy by topic, you are adding only material from other state reports. If you have selected only bulletin, urgent and sked copy from the national report, selecting the topic "transportation" would deliver all deferred transportation copy from the national report, as well as from state reports.

UPI CustomData Checklist

NEWS TOPICS & SUBTOPICS

AGRICULTURE

- ☐ Accident
- ☐ Business
- ☐ Crops
- ☐ Dairy
- ☐ Livestock
- ☐ Politics

DEMONSTRATIONS

- ☐ Nonviolent
- ☐ Violent

ECONOMY & CONSUMER

- ☐ Consumer
- ☐ Domestic
- ☐ Foreign

EDUCATION

- ☐ Elementary/Secondary
- ☐ Higher
- ☐ Preschool/Daycare
- ☐ Vocational

ENERGY

- ☐ Coal
- ☐ Electricity
- ☐ Gasoline
- ☐ Geothermal
- ☐ Natural Gas
- ☐ Nuclear
- ☐ Oil
- ☐ Outages
- ☐ Wood
- ☐ Other Exotic

ENVIRONMENT

- ☐ Acid Rain
- ☐ Air
- ☐ Hazardous Waste
- ☐ Other (Misc.)

ETHICS & SOCIAL ISSUES

- ☐ Abortion
- ☐ Right to Die
- ☐ Other Issues

GOVERNMENT

- ☐ Budgets
- ☐ City
- ☐ County
- ☐ Foreign
- ☐ Federal
- ☐ IRS
- ☐ Other Local
- ☐ State
- ☐ Taxes
- ☐ UN

HUMAN INTEREST

- ☐ Animals
- ☐ Extraterrestrial
- ☐ Gambling
- ☐ History
- ☐ Lotteries
- ☐ People
- ☐ Quirks
- ☐ Sex
- ☐ Tearjerkers
- ☐ UFOs

INDUSTRY

- ☐ Aerospace & Aviation
- ☐ Appliances & Hardware
- ☐ Autos
- ☐ Beverages
- ☐ Chemicals
- ☐ Construction & Home Improvement
- ☐ Electronics
- ☐ Entertainment & Amusements
- ☐ Farm Implements & Heavy Machinery
- ☐ Fishing
- ☐ Food
- ☐ Health, Medicine & Biochemical
- ☐ High Tech & Computers
- ☐ Merchandising
- ☐ Metals
- ☐ Mining
- ☐ Paper
- ☐ Personal Care, Glamour & Cosmetics
- ☐ Real Estate & Housing
- ☐ Sports
- ☐ Textiles, Clothing & Fashion
- ☐ Tobacco
- ☐ Tourism
- ☐ Utilities
- ☐ Wood Products, Furniture & Forestry
- ☐ Other Industries

LABOR

- ☐ Jobs
- ☐ Strikes
- ☐ Union News

LEGAL

- ☐ Civil Proceedings
- ☐ Civil Rights
- ☐ Criminal Proceedings
- ☐ Drugs
- ☐ Executions
- ☐ Judges & Lawyers
- ☐ Mob
- ☐ Nonviolent Crimes
- ☐ Police
- ☐ Prisons
- ☐ Supreme (highest) Court
- ☐ Violent Crimes

LIFESTYLE

- ☐ Collecting
- ☐ Consumer/How-To
- ☐ Fashion
- ☐ Food
- ☐ Leisure
- ☐ Toys
- ☐ Travel
- ☐ Other (Misc.)

MEDIA & COMMUNICATION

- ☐ Advertising
- ☐ Cable
- ☐ Editorial Sampler
- ☐ Magazine & Book Publishin
- ☐ Marketing & Consulting
- ☐ Newspapers
- ☐ Radio
- ☐ Satellite
- ☐ Telephone
- ☐ Television
- ☐ Wire Services

UPI CustomData Checklist

- ☐ Gospel
- ☐ Jazz
- ☐ Pop, Rock, Soul, Etc.

PARADES

STAGE

- ☐ Dance
- ☐ Plays

TV/RADIO

COUNTRY CODING

AFRICA

- ☐ Nigeria
- ☐ South Africa
- ☐ Uganda
- ☐ Zaire
- ☐ Zimbabwe
- ☐ Other

ASIA

- ☐ Cambodia
- ☐ China
- ☐ Hong Kong
- ☐ India
- ☐ Indonesia
- ☐ Japan
- ☐ Korea
- ☐ Laos
- ☐ Pakistan
- ☐ Philippines
- ☐ Taiwan
- ☐ Thailand
- ☐ Vietnam
- ☐ Others

CENTRAL AMERICA/ CARIBBEAN

- ☐ Belize
- ☐ Canal Zone
- ☐ Costa Rica
- ☐ Cuba
- ☐ Dominican Republic
- ☐ El Salvador
- ☐ Guatemala
- ☐ Haiti
- ☐ Honduras
- ☐ Mexico
- ☐ Nicaragua
- ☐ Puerto Rico
- ☐ Trinidad-Tobago
- ☐ Others

EUROPE

- ☐ Austria
- ☐ The Balkans
- ☐ Belgium
- ☐ Czechoslovakia
- ☐ France
- ☐ Germany
- ☐ Great Britain
- ☐ Hungary
- ☐ Iceland
- ☐ Italy
- ☐ The Netherlands
- ☐ Poland
- ☐ Portugal
- ☐ Romania
- ☐ The Soviet Union
- ☐ Spain
- ☐ Switzerland
- ☐ Turkey

THE MIDEAST

- ☐ Egypt
- ☐ Iran
- ☐ Israel
- ☐ Lebanon
- ☐ Lybia
- ☐ Saudi Arabia
- ☐ Syria

NORTH AMERICA

- ☐ Canada
- ☐ Greenland

OCEANIA

- ☐ Australia
- ☐ New Zealand
- ☐ Others

SOUTH AMERICA

- ☐ Argentina
- ☐ Bolivia
- ☐ Brazil
- ☐ Chile
- ☐ Colombia
- ☐ Ecuador
- ☐ French Guyana
- ☐ Paraguay
- ☐ Peru
- ☐ Surinam
- ☐ Uruguay
- ☐ Venezuela

UPI Features

If you want less than the full national report, you may order some standing items individually. Your UPI sales executive can list them all for you but they include:

- **National news summaries, updated during each cycle.**
- **News "briefs," moved for each cycle.**
- **"Quirks in the News," daily for afternoon newspapers.**
- **"Backstairs at the White House," Helen Thomas' column moved weekly.**
- **"Business Today," a daily business feature.**
- **"Farm Front," daily farm column by Sonja Hillgren.**
- **"Religion in America," moved weekly.**
- **"Science Today," by UPI's science writers, three times a week.**
- **"Hollywood," Vernon Scott's daily column on people and events in the world of entertainment.**

We also can make available through CustomData our valuable special-section packages – blocks of 15 or more stories, illustrated and designed for easy conversion into money-making special sections.

You have two ways of choosing which of UPI's standing weekly feature packages you want. You can select any of these by the package:

- UPI NewsFeatures
- UPI LifeStyle
- UPI Entertainment
- UPI Science
- UPI Business
- UPI "Life-Size"

Or you can select features by topic. Stories on autos, for instance, might be included in the NewsFeatures, LifeStyle or Business packages but if you want *only* features about autos, you can select them without having to take all the other surrounding copy.

These are all just a few ways you can put UPI CustomData to work for your newspaper.

Turn to the next page and make your life easier. Start checking off what you need from UPI CustomData.

UPI
UNITED PRESS INTERNATIONAL
SUITE 1212
1390 MARKET STREET
SAN FRANCISCO, CALIFORNIA 94102
(415) 552-5900

UPI
Custom Broadcast Services

July 25, 1988

Ms. Amy Vernetti
THe Collegian
P.O. Box V
St. Mary's College
Moraga, CA 94575

Dear Ms. Vernetti:

Enclosed is the information that you requested concerning United Press International's print-style wire, CustomData and broadcast-style wire, CustomNews. With either service you have the ability to customize your wire. There are hundreds of choices available to you. You will be able to choose the items that will be useful to you and eliminate those that are not important to your publication.

The weekly cost of UPI service is $123.70. If your radio station also receives a wire the total weekly cost would be $210.40. In most cases UPI requires that the first four weeks service fee as well as installation costs be paid in advance. The cost for installation of one satellite receiving system and high speed printer is $373.00.

Because your publication is affiliated with an educational institution you may prepay the yearly bill and receive a 5% prepayment discount. You may also choose to receive the service for 39 or 52 weeks per year.

Should you have any questions, please do not hesitate to call.

Sincerely,

Bud Hutchinson
Bud Hutchinson

UPI
Custom Broadcast Services

Customizing made easy

Radio and TV stations are as different as the stories they cover—and so are their news needs. That's why UPI is introducing two new custom services at RTNDA—to give your audience more of the news it wants, more efficiently, more quickly.

UNITED PRESS INTERNATIONAL
UPI

TeleCast

Immediate news from the full UPI database delivered at high-speed close to air time—and designed specifically for the needs of television newsrooms. UPI TeleCast keeps TV news editors informed, more in touch. It also gives you access to The Assignment Desk—with a tap on UPI's worldwide resources for your own research and information.

UNITED PRESS INTERNATIONAL
UPI

Radio CustomNet

Big or small, radio stations receive exactly what they need with two new networks. UPI NewsFeed provides taped actualities and on-scene reports. UPI Live brings you newscasts, sportscasts and businesscasts without interruption.

UNITED PRESS INTERNATIONAL
UPI

CustomNews

The first and only fully selectable newswire.
Design your own service with more of the news you want and less of the news you don't. News directors receive what they need—exactly.
UPI CustomNews Format Wires give you reports that appeal to your specific audience. Whether you're rock or country, agriculture or all-news, UPI Format Wires print the stories that will make listeners turn to you.

UPI Broadcast News Services

Come see us at booths 603 and 609 at the RTNDA!

UPI
TeleCast

UPI TeleCast

The First and Only Two-Way News Service Created Specifically for Television

UPI introduces a unique service that supplies news directors, producers and assignment editors with more of what they need to succeed. It's called *UPI TeleCast*.

UPI TeleCast is a two-way news service individually tailored for the specific demands of television news... making the worldwide news resources of UPI available on demand.

UPI TeleCast is the first and only news service designed exclusively for television..

What makes UPI TeleCast special?

High-speed *UPI TeleCast* provides TV newsrooms access to the *entire* UPI database. For the first time, news directors can select from all of UPI's high-speed wires more of the news they want... according to the needs of their audience. News that's constantly updated from show to show, and especially within a show... Any time new information is available.

But it goes further. *UPI TeleCast* is the first "news on demand" service, putting UPI's communications system and worldwide reporting resources to work for your station!

- ***The Assignment Desk*** – News directors, producers and assignment editors dispatch UPI news professionals around the globe to research and report for the station's projects and specials. *The Assignment Desk* provides resources for local production never before available in the news business.

- ***Network Feeds*** – Network affiliates taking *UPI TeleCast* receive all network tape feed advisories now available only on TWX or Telex. If you're affiliated with ABC, NBC or CBS...INN or CNN...the advisories move immediately to your newsroom. No more running to the front office on deadline or waiting for copies.

- ***Special topics*** – *UPI TeleCast* searches UPI's vast "live" database to capture news files by topic. Hundreds of specific, targeted news reports are available for your specialized beats: medical ... farm ... consumer ... energy ... education ... and much more.

- ***Backgrounders*** – Special assignments for *The Assignment Desk* become part of an open menu seven days after the requesting station airs the show. Provided at no extra cost, this valuable research material serves as a reservoir of ideas for future specials and documentaries.

- ***Advisory Service*** – Here's a service to help you keep track of developing news stories, particularly in the last few minutes before the show. *UPI TeleCast* lets stations know when new information surfaces...or about plans to update breaking stories. Advisories from both high-speed broadcast and trunk wires, and ones specially produced for *UPI TeleCast* are now available...plus advisories on slides or pictures that go with stories, and on other material to aid in producing TV shows.

- ***Tailored Newsfeed*** – *UPI TeleCast* customizes both state and national news reports to fit precise needs of each television station. Unlike other news services, which offer very limited selectability, UPI lets you work with thousands of variations to design your own news report. Most stations make 200-250 individual selections.

- ***Business Report*** – *UPI TeleCast* provides four daily packages of in-depth information on breaking business news. Each package is air ready. You get the latest business news and trends. Plus choose from an array of financial tables, including commodities, T-bills, mutual funds...even coin prices.

To meet your needs for saturation coverage of breaking stories ... for updated news delivered high-speed close to air time ... for in-depth research that gives an extra edge to your station's special reports ... for investigative work for airing during sweeps periods ... there is no other news service like *UPI TeleCast*.

UPI

The Assignment Desk

The Assignment Desk
Put UPI 's Finest to Work for You

The Assignment Desk...an exclusive service from UPI...makes our worldwide news-gathering available at your command.

Research and reporting material...including source names and phone numbers...is delivered exclusively to your private electronic address via CustomNews

How The Assignment Desk Works for You

You begin with an idea. You see a trend in your city you'd like to develop into a series, but need background information from other areas of the country. Or you're working on a special that needs nationwide research you don't want to tackle. Or you'd like specialized, in-depth information on a breaking story.

All this can be yours from *The Assignment Desk*.

Once you have determined what you need from UPI, you call a toll-free number. An assignment editor estimates the cost based on the time required to handle your request.

Then, the assignment is ordered from as many UPI domestic and overseas bureaus as necessary. As a subscriber to *The Assignment Desk* you have all UPI's worldwide editorial resources at your command.

Once the assignment is completed, the desk will advise you that the material is about to be transmitted. All research information gathered by *The Assignment Desk* will be sent to your private address. No other station will see the information as it is delivered to you.

About a week after your piece airs, the research material becomes part of an open menu and is made available to any Assignment Desk subscriber requesting it.

The cost of the research will be added to the weekly bill of the requesting station. There's no additional cost for secondary use, whether you take an idea a month or several a week... The idea bank is yours!

UPI
CustomNews

The only fully selectable high-speed broadcasters' news service on the market. The only one that lets stations design a package of news according to topic, subtopic, geographic area and priority.

You can tailor the UPI news service to fit your audience, your format, your market, your needs. The news you want is delivered via satellite at 1200 words per minute. The news you don't want you never see.

With more news you want and less that you don't, producing up-to-the-minute newscasts is faster. Easier. So you save time. And time, as we all know, is money

UPI CustomNews

News Topics and Subtopics

Agriculture	accident business crops dairy livestock politics
Demonstrations	nonviolent violent
Domestic News	By priority: brief packages deferred features flash, bulletin & urgent skedded or skeddable summaries
Economy & Consumer	consumer domestic foreign
Education	elementary & secondary higher preschool & daycare vocational
Energy	coal electricity gasoline geothermal natural gas nuclear oil other exotic outages wood
Environment	acid rain air hazardous waste other
Ethics & Social Issues	abortion other issues right to die
Government	budgets city, county & other local federal foreign state taxes & IRS United Nations
Human Interest	animals extraterrestrials & UFOs gambling history lotteries people quirks sex tear-jerkers
Industry	aerospace & aviation appliances & hardware autos beverages chemicals construction & home improvement electronics entertainment & amusements farm implements & heavy machinery food fishing health, medical & biochemical high tech & computers merchandising metals mining other industries paper personal care, glamour & cosmetics real estate & housing sports textiles, clothing & fashion tobacco tourism utilities wood products, furniture & forestry
International News	By priority: brief packages deferred features flash, bulletin & urgent skedded or skeddable summaries
Labor	jobs strikes unions
Legal	civil proceedings civil rights criminal proceedings drugs executions judges & lawyers mob nonviolent crimes police prisons supreme (highest) court violent crimes
Lifestyle	collecting consumer

UPI CustomNews

News Topics and Subtopics (cont.)

Media & Communications	advertising & marketing cable editorial sampler magazine & book publishing newspaper radio satellite telephone television wire services
Military	Air Force Army Coast Guard intelligence Marines MIAs & POWs veterans weapons
Mishaps & Catastrophes	aviation collapses contamination drownings explosions fires floods logging maritime miscellaneous missing persons nuclear quakes railroad spills traffic & highways volcanoes
Obits	
Politics	campaigns & elections parties
Religion	cults organized
Science & Medicine	cancer contagious diseases heart disease other medicine other science & research space
Special Interest	American Indians Asian Americans blacks children & teens gays handicapped Hispanics men other ethnics philanthropy poor senior citizens U.S. border areas women
Terrorism	assassinations bombings hijackings kidnappings & hostages
Transportation	aviation cars highways maritime mass transit railroads trucking
War & Fighting	
Weather	

UPI CustomNews

Sports Topics and Subtopics

Sports

By priority:

- agate
- brief packages
- deferred
- features
- flash, bulletin & urgent
- roundups
- scoreboard
- skedded & skeddable

Baseball

All sports have the following subtopics when applicable:

- boys' prep
- girls' prep
- junior colleges
- legal (contracts, drugs, etc.)
- men's amateur
- men's major college
- mens' pro
- men's small college
- minor league
- women's amateur
- women's college
- women's pro

Basketball

Bowling

Boxing

Equestrian

Football

Golf

Gymnastics

Hockey

Horse & Dog Racing

Marathons

Motor Sports

Other

Outdoor Sports

Rodeo

Skating

Soccer

Softball

Tennis

Track

Water Sports

Weightlifting

Winter Sports

Wrestling

Volleyball

Yachting

UPI CustomNews

Entertainment Topics and Subtopics

Entertainment	By priority: deferred features flash, bulletin & urgent skedded or skeddable
Art	
Books	
Fairs & Carnivals	
Movies	
Museums	
Music	blues classical country & western gospel pop, rock, soul, etc.
Parades	
Stage	dance plays

Weather Topics and Subtopics

Weather	By priority: deferred skedded
List	high-low river stages temperatures
Forecasts	extended state
Summaries	weathervanes

CustomNews National Menu

All times eastern

#	Item	✓	Time	Code	Notes
1 2 3	Entire National Report - includes news, sports, financial, entertainment, weather and Radio Network advisories.			n.......	
4	All urgents, bulletins and flashes.			nn+...b+	
5	NEWS				
6 7	All national headlines, briefs, roundups and takeouts.			nnn.....	
8	Urgents, bulletins and flashes only.			nnn...bn	
9 10	Domestic news takeouts - 100- to 200-word stand-alone stories.			nnnt....	
11	International news takeouts.			nint....	
12	News advisories and pronunciation guide.			nnvn....	
13	SCHEDULED NEWS PACKAGES				
14 15	Headlines - one-minute news summaries (move hourly).			nnnh....	
16	1st News Headlines		12:30 am	nnnh.b..	
17	2nd News Headlines		1:30 am	nnnh.c..	
18	3rd News Headlines		2:30 am	nnnh.d..	
19	4th News Headlines		3:30 am	nnnh.e..	
20	5th News Headlines (moves 1 hr. earlier Sun.)		4:30 am	nnnh.f..	
21	6th News Headlines		5:30 am	nnnh.g..	
22	7th News Headlines		6:30 am	nnnh.h..	
23	8th News Headlines		7:30 am	nnnh.i..	
24	9th News Headlines		8:30 am	nnnh.j..	
25	10th News Headlines		9:30 am	nnnh.k..	
26	11th News Headlines		10:30 am	nnnh.l..	
27	12th News Headlines		11:30 am	nnnh.m..	
28	13th News Headlines		12:30 pm	nnnh.n..	
29	14th News Headlines		1:30 pm	nnnh.o..	
30	15th News Headlines		2:30 pm	nnnh.p..	
31	16th News Headlines		3:30 pm	nnnh.q..	
32	17th News Headlines		4:30 pm	nnnh.r..	
33	18th News Headlines		5:30 pm	nnnh.s..	
34	19th News Headlines		6:30 pm	nnnh.t..	
35	20th News Headlines		7:30 pm	nnnh.u..	
36	21st News Headlines		8:30 pm	nnnh.v..	
37	22nd News Headlines		9:30 pm	nnnh.w..	
38	23rd News Headlines		10:30 pm	nnnh.y..	
39	24th News Headlines		11:30 pm	nnnh.a..	
40	News briefs - 18 5-minute news summaries			nnnb....	
41	1st World Briefs		4:00 am	nnnb.e..	
42	2nd World Briefs		7:00 am	nnnb.h..	6:00 am Sundays
43	3rd World Briefs		8:00 am	nnnb.i..	7:00 am Sundays
44	4th World Briefs		9:00 am	nnnb.j..	8:00 am Sundays

CustomNews National Menu

All times eastern

#	Item	✓	Time	Code	Notes
45	5th World Briefs		10:00 am	nnnb.k..	9:00 am Sundays
46	6th World Briefs		11:00 am	nnnb.l..	
47	7th World Briefs		12:00 pm	nnnb.m..	
48	8th World Briefs		1:00 pm	nnnb.n..	Except weekends
49	9th World Briefs		2:00 pm	nnnb.o..	
50	10th World Briefs		3:00 pm	nnnb.p..	
51	11th World Briefs		5:00 pm	nnnb.r..	
52	12th World Briefs		6:00 pm	nnnb.s..	Except weekends
53	13th World Briefs		7:00 pm	nnnb.t..	
54	14th World Briefs		8:00 pm	nnnb.u..	
55	15th World Briefs		10:00 pm	nnnb.w..	
56	16th World Briefs		11:00 pm	nnnb.y..	
57	17th World Briefs		1:00 am	nnnb.b..	
58	18th World Briefs		2:00 am	nnnb.c..	
59	NEWS ROUNDUPS - 3 10-minute news summaries			nnnr....	
60	World 1st Roundup		5:00 am	nnnr.f..	3:00 pm Sundays
61	World 2nd Roundup		4:00 pm	nnnr.q..	Except Sundays
62	World 3rd Roundup		9:00 pm	nnnr.v..	2nd on Sundays
63	NEWS FEATURES				
64	Daily, weekend, seasonal, annual features			nnnf....	
65	Daily features			nnnf.d..	Move btw/ 6pm-6am
66	Today's Topic			nnnftd..	
67	Of Human Interest			nnnfhd..	
68	Today's People			nnnfpd..	
69	Living Today			nnnfld..	
70	Today's Consumer			nnnfcd..	
71	WEEKEND FEATURES			nnnf.w..	
72	Week in Religion			nnnfrw..	
73	Science World			nnnfsw..	
74	Religion Today			nnnfkw..	
75	Almanacs			nnnfaw..	
76	Consumer World			nnnfcw..	
77	Travel World			nnnftw..	
78	SEASONAL FEATURES			nnnf.s..	
79	National Political Specials			nnnfps..	
80	Christmas Favorites			nnnfxs..	December
81	ANNUAL FEATURES			nnnf.a..	December
82	Story of the Year			nnnfsa..	
83	Man of the Year			nnnfma..	
84	Woman of the Year			nnnfwa..	
85	Headline News of the Year			nnnfha..	
86	Lighter Side of the Year			nnnfla..	
87	ADVISORIES - FOR YOUR INFORMATION				
88	Management Memo			nnvv....	

CustomNews National Menu

All times eastern

#	Item	✓	Time	Code	Notes
89	Broadcast Row			nnvb....	
90	National Daybook (Customnews only)			nnvp....	
91	Newsphotos (for Newsphoto subscribers)			nnvp....	
92	EBS test			zzebs...	
93	Radio Network Billboards			nav.....	
94	For Radio subscribers with newscasts only			nava....	
95	ENTERTAINMENT				
96	All entertainment copy, takeouts, features			nne.....	
97	Bulletins and urgents			nne...be	
98	Entertainment advisories			nnve....	
99 100	Entertainment takeouts - 100- to 200-word stand-alone stories			nnet....	
101 102	Entertainment features - daily, weekly and annual			nnef....	Move btw/ 6pm-6am
103	Today in Music			nnefmdt.	Monday-Friday
104	All music charts			nnefmwc.	Fridays
105	Pop Singles-Albums			nnefmwcr	
106	Country & Western			nnefmwcw	
107	Adult Contemporary			nnefmwcp	
108	Black Singles			nnefmwcb	
109	Christian Contemporary			nnefmwcg	
110	Music World			nnefmwm.	Saturdays
111	The Year in Music			nnefmay.	December
112	Top 100 Records of the Year			nnefmat.	
113	Entertainment Today			nnefede.	Monday-Friday
114	Book Corner			nnefbwc.	Saturdays
115	Video Charts (Custom News only)			nneftd..	Mondays
116	Movie Charts (Custom News only)			nnefewv.	Saturdays
117	FINANCIAL				
118 119	Complete financial report - see separate listing for cash and commodities markets			nnf.....	
120	Bulletins and urgents			nnf...bf	
121	Financial advisories			nnvf....	
122 123	Financial takeouts - 100- to 200-word stand-alone stories			nnft....	
124	FINANCIAL HEADLINES				
125 126	All financial headlines - 6 one-minute financial news summaries			nnfh....	
127	1st Financial Headlines		5:00 am	nnfh.f..	
128	2nd Financial Headlines		11:30 am	nnfh.m..	
129	3rd Financial Headlines		1:30 pm	nnfh.o..	
130	4th Financial Headlines		2:30 pm	nnfh.p..	
131	5th Financial Headlines		3:30 pm	nnfh.q..	
132	Final Financial Headlines		5:30 pm	nnfh.s..	

CustomNews National Menu

All times eastern

#	Item	✓	Time	Code	Notes
133	STOCK LEADS				
134	Opening stocks		10:15 am	nnfosl..	
135	Noon stocks		12:30 pm	nnfmsn..	
136	Closing stocks		4:15 pm	nnfksr..	
137	INDEXES				
138	Dow Jones Averages - hourly & half-hourly			ybnnf.zd	
139	Dow Jones Industrials - market lead		11:00 am	nnfidln.	
140	Dow Jones Averages		11:30 am	nnfidm..	
141	Dow Jones Industrials - market lead		12:00 pm	nnfidm..	
142	Dow Jones Averages		1:30 pm	nnfido..	
143	Dow Jones Industrials - market lead		2:00 pm	nnfidon.	
144	Dow Jones Averages		2:30 pm	nnfidp..	
145	Dow Jones Industrials - market lead		3:00 pm	nnfidpn.	
146	Dow Jones Average		3:30 pm	nnfidq..	
147	Dow Jones Industrials - market lead		4:00 pm	nnfidqn.	
148	Dow Jones Averages - closing		4:30 pm	nnfidr..	
149	NEW YORK STOCK EXCHANGE INDEXES			ybnnf.zy	
150	Composite, industrial, transportation,				
151	utility, finance, equivalent gain-loss and				
152	volume.				
153	1st New York Stock Exchange Indexes		11:30 am	nnfiym..	
154	2nd New York Stock Exchange Indexes		12:30 pm	nnfiyn..	
155	3rd New York Stock Exchange Indexes		1:30 pm	nnfiyo..	
156	4th New York Stock Exchange Indexes		2:30 pm	nnfiyp..	
157	5th New York Stock Exchange Indexes		3:30 pm	nnfiyq..	
158	6th New York Stock Exchange Indexes		4:30 pm	nnfiyr..	
159	All closing stock market information -		4:30 pm	nnfk....	
160	includes leads and tabular material				
161	NYSE most actives			nnfkya..	
162	NYSE widely held			nnfkyh..	
163	AMEX most actives			nnfka..	
164	Trends: NYSE, AMEX, S&P, London & Midwest			nnfkst..	
165	FINANCIAL FEATURES				
167	All business and agriculture features -			nnff....	Move 6pm-6am
168	daily, weekly, annual				
169	Daily business and agriculture features			nnff.d..	
170	Business Today			nnffbd..	Monday-Friday
171	Farming Today			nnfffd..	Monday-Friday
172	Weekly business and agriculture features			nnff.w..	
173	Week in Business			nnffbw..	Saturdays
174	Week in Farming			nnfffw..	Saturdays
175	Annual business and agriculture features			nnff.a..	
176	The Year in Business			nnffba..	December
177	The Year in Farming			nnfffa..	December

CustomNews National Menu

All times eastern

#	Item	✓	Time	Code	Notes
178	SPORTS				
179	Entire national sports report - includes			nns.....	
180	glances, roundups, scores, stats, features				
181	and takeouts				
182	All urgents and bulletins			nns...bs	
183	Sports advisories			nnvs....	
184	Sports takeouts - 60- to 200-word stand-			nnst....	
185	alone stories, include game leads				
186	Snap scores - college and pro			nnss....	
187	Baseball line scores			nnso....	
188	Sports calendar, results, leaders, game			ybnnsa..	
189	stats (available by sport, please specify)				
190	Scoreboard - standings, last night's			ypnnsl..	
191	scores and today's calendar				
192	Baseball scoreboard only			nnslb...	
193	Football scoreboard only			nnslf...	
194	Basketball scoreboard only			nnslk...	
195	Soccer scoreboard only			nnslc...	
196	Hockey scoreboard only			nnslh...	
197	SPORTS HEADLINES			nnsh....	
198	1st Sports Glance		5:30 am	nnsh.g..	
199	2nd Sports Glance		9:30 am	nnsh.k..	
200	3rd Sports Glance		12:30 pm	nnsh.n..	
201	4th Sports Glance		2:30 pm	nnsh.p..	
202	5th Sports Glance		5:30 pm	nnsh.s..	
203	6th Sports Glance		7:30 pm	nnsh.u..	
204	7th Sports Glance		11:00 pm	nnsh.y..	
205	8th Sports Glance		12:00 am	nnsh.a..	
206	ALL SPORTS ROUNDUP - 5 five-minute sports			nnsr....	
207	packages highlighting today's top news				
208	1st Sports Roundup		3:30 am	nnsr.e..	
209	2nd Sports Roundup		11:30 am	nnsr.m..	
210	3rd Sports Roundup		2:30 pm	nnsr.p..	
211	4th Sports Roundup		4:30 pm	nnsr.r..	
212	5th Sports Roundup		7:30 pm	nnsr.u..	
213	SPORTS FEATURES				
214	All sports features			nnsf....	
215	Speaking of Sports			nnsfsd..	Daily except Sun.
216	Sports Preview			nnsfpw..	Sundays
217	Great Moments in Sports			nnsfgw..	Sundays
218	The Year in Sports			nnsfya..	December
219	Athlete of the Year			nnsfaa..	December
220	Ski World			nnsfss..	Thurs., Nov.-April
221	Sizing up the Majors			nnsfms..	March

CustomNews National Menu

All times eastern

#	Item	✓	Time	Code	Notes
223	Sizing up the Derby			nnsfds..	May
224	Sizing up College Football			nnsfes..	August
225	Sizing up Pro Football			nnsffs..	August
226	Football Prophet (football season only)			nnsfcs..	Thursdays
227	Pro Prophet (football season only)			nnsfps..	Fridays
228	Football Periscope (football season only)			nnsfbs..	Sundays
229	Sizing up the Indy 500			nnsfis..	May
230	Sizing up the U.S. Open			nnsfus..	June
231	Sizing up the Masters			nnsfts..	April
232	Sizing up the PGA			nnsfns..	August
233	Sizing up the Olympics			nnsfos..	Every four years
234	NATIONAL WEATHER SERVICE REPORT				
235	Temperature lists:				
236	Hourly - Western U.S.			oab23wbc	
237	Hourly - Eastern U.S.			oab24wbc	
238	Hourly - Central U.S. and International			oab25wbc	
239	Highs-Lows - Canada			oab5-wbc	
240	1st Foreign Highs-Lows			oab6-wbc	
241	2nd Foreign Highs-Lows			oab7-wbc	8 am & pm
242	1st National Highs-Lows			oab11wbc	8 am & pm
243	2nd National Highs-LowsHighs-Lows			oab12wbc	8 am & pm
244	3rd National Highs-Lows			oab13wbc	8 am & pm
245	4th National Highs-Lows			oab14wbc	8 am & pm
246	FORECASTS				
247	Six-10 day Outlook			ofe40wbc	
248	90-day Outlook			ofe9-wbc	
249	30-day Outlook			ofp6-wbc	
250	WEATHERVANE				Four times daily
251	Summary			oab1-wbc	
252	End of Summary and Current Map			oab2-wbc	
253	Forecast and Tomorrow's Map			oab3-wbc	
254	HURRICANES AND TROPICAL STORMS (CARIBBEAN)				
255	Hurricane Warnings and Advisories			owh++mia	
256	Tropical Depression Advisory			owh++mia	
257	Tropical Storm Advisory			oww2+mia	
258	HURRICANES & TROPICAL STORMS (N. ATLANTIC)				
259	Storm Warnings and Advisories			wh++wbc	

News Director: ______________________________

Station: ____________________ Phone: ____________________

Address: ______________________________

UPI regional executive: ______________________________

UPI
Format Wires

A news service designed specifically for your audience, your format. If you're all-news or agriculture, rock or country-western, UPI programs your station for the kind of news you need when you need it.

NewsTalk Wire

News and Talk stations need a lot of copy to keep their shows lively, and UPI's high-speed wire can do just that.

UNITED PRESS INTERNATIONAL
UPI
CustomNews
Format Wires

News from around the world, around the clock.
Sports.
Stocks.
Markets.
Weather.
Commodities.

Daily, weekly and annual business features

Expanded consumer news coverage
Expanded economic news coverage
Expanded special-interest groups coverage
Expanded science coverage

Today's Topic
Today's People
Living Today
Today's Consumer
Of Human Interest
Science World
The Almanacs
Consumer World
Education World
Travel World

A variety of special annual features

Rock Wire

Whether you're Top 40 or All Gold, Adult Contemporary or Album-Oriented, UPI's high-speed news wire rocks around the clock for you.

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News when you want it.
Sports when you want it.
Weather when you want it.
Financial news when you want it.

Today in Music
Music World
Music Charts
Music Calendar
Entertainment Today
Movie and Video Charts
Of Human Interest

Special annual music and human-interest features
Detailed news on the music industry and personalities from UPI's worldwide news-gathering operation

Country–Western Wire

UPI keeps on trucking with a high-speed news wire designed for everyone from long-haul truckers to urban cowboys.

UNITED PRESS INTERNATIONAL
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CustomNews
Format Wires

News when you want it.
Sports when you want it.
Weather when you want it.
Just the market and commodity information you need.

Today in Music
Music World
Country Music Charts
People in the News
Of Human Interest

Annual music and human-interest features

Expanded agriculture news coverage
Expanded transportation industry news
Expanded energy news coverage

Religion Wire

UPI's high-speed news wire focuses on religion-talk and gospel music stations with a format designed for your audience. Bureaus around the world -- from Jerusalem with Wes Pippert to Washington with Religion Writer David Anderson -- report religion news around the clock.

News when you want it.
Sports when you want it.
Weather when you want it.
Financial markets and commodities when you want it.

The Week in Religion
Religion Today
Christian Contemporary Music Charts
The Book Corner

UNITED PRESS INTERNATIONAL
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Expanded copy on issues and stories in religion

Agriculture Wire

There's more to farm news than market prices, and UPI's Agriculture high-speed news wire delivers the information you need for great coverage.

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Sports when you want it.
Weather when you want it.
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Daily news on livestock, dairy and crops ... farm machinery and acid rain ... and much more.

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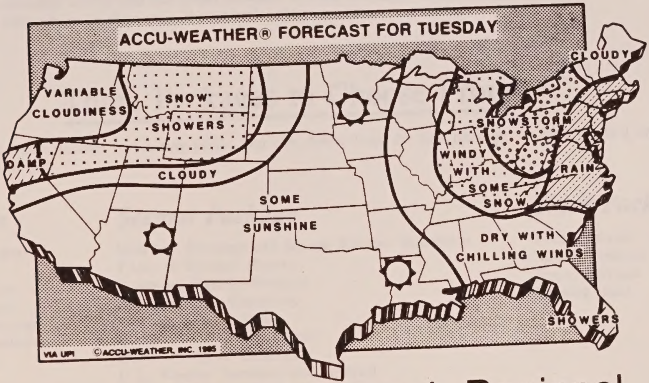
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VARIABLE CLOUDINESS
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DRY WITH CHILLING WINDS
SHOWERS
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Three Packages of Local, Regional
and National Forecasts for
Broadcasters.

Weather-Trac

Customized Weather Information for Broadcasters

United Press International and Accu-Weather have joined forces to bring radio and television stations more reliable, diversified and customized weather forecasts.
Accu-Weather developed a new package of services tailored to individual stations' needs...
Which could only be transmitted via UPI CustomNews.
The result.......

- A three-tiered package of weather data and forecasts designed and produced specifically for broadcasters.
- 31 categories to choose from, giving stations unparalleled diversity in creating their weather profiles.
- The same reliability in forecasting that has made Accu-Weather known to over 130,000,000 people across North America.
- 1,200-words-per-minute delivery
- The only fully selectable service that can target forecasts to local markets.
- Stations choose forecasts to fit their area, their format, their audience.

Three Packages to Choose From

Depending on your station's weather forecasting needs, you can choose from the first package, or from the first and second packages, or from all three:

First Package

Individual Hourly Reports
Weather Feature
U.S. Weather Forecast
U.S. Extended Forecast
Regional Weather Forecast
Current Weather Conditions
Travelers' Forecasts
Interstate Weather
Regional Ski Conditions
Six to Ten Day Outlook
Thirty Day Outlook

Second Package

Watches, Warnings and Severe Weather Statements
Today in Weather History
Computer Weather Forecast
Regional Radar Composite
Worded Radar Summary
Climatological Data Summary
Current Weather Conditions
U.S. Weather Summary and Forecast
Canadian Weather Summary and Forecast
World Weather Report
International Weather and Crop Summary Highlights
Market Weather Summary
U.S. Wheat Summary
U.S. Corn and Soybean Summary
U.S. Citrus Summary

Third Package

Local Forecast
Marine Forecast
Resort Forecast
Tanning Index

Call your local UPI representative today or contact:

Richard Boggs,
Vice President of Sales
United Press International
1400 Eye St., NW
Washington, DC 20005
1-800-232-2258

SAINT MARY'S COLLEGE OF CALIFORNIA
P.O. BOX 223, MORAGA, CALIFORNIA 94575 (415) 376-4411 KSMC 89.5 FM

August 13, 1982

Dear Sir,

KSMC SPORTS is ready to enter its second year as the exclusive "radio home" of St. Mary's College athletics, and the outlook is as bright as ever.

Coach Dick Mannini's football team is coming off of a 7-3 season and is gearing up for more tough competition this year that includes Cal Lutheran, Cal St. Hayward, and our traditional rival, Santa Clara.

Coach Bill Oates' basketball team returns four starters including leading scorer and rebounder, Peter Thibeaux, a member of the 1981-82 ALL WCAC 1st Team. The basketball team has a terrific schedule that includes Cal, Stanford, and Washington of the Pac 10, Big Sky champ Idaho St., PCAA champ Fresno St., and the usual tough teams in the WCAC. In addition, the Gaels will open the season in New York, at the Joe Lapchick tournament (St. John's hosting).

KSMC SPORTS would like to offer YOU the opportunity to become a part of the action and excitement this year by helping to make our exclusive broadcasts possible. Is this a solicitation to buy advertising time?

No, it is not. Let us explain.

KSMC, Moraga 89.5 FM, is a non-commercial radio station serving Contra Costa County (see map), and as a non-commercial station, we cannot sell advertising time to pay for our expenses. We can, however, accept a tax deductable donation, known as Corporate Underwriting, to make shows possible for our listeners. FCC laws allow us to credit those who make our shows possible at the beginning and end of the show (see Underwriting Rates).

For instance, if John Doe's Pizza Parlor donates $10 to KSMC SPORTS, and elects to sponsor the pregame show for the Chico St. football game, a tape will be palyed immediately before and after the pregame show that says something like this:

> This is Gael's Pregame Warm-Up, made possible for you courtesy of a grant from John Doe's Pizza Parlor in Concord.

Sounds interesting? We think so. If you are interested, or think that you may be interested, please write us at KSMC, or call us at 376-KSMC. We'll be very happy to come out to your place to tell you about our offer.

Sincerely,

Joe Balestreri Lou Viveros

Joe Balestreri Lou Viveros

SPORTS DIRECTORS, KSMC RADIO

KSMC
St. Mary's Football

Players		Individual Passing Totals			Quarter Summary	
Name	Number	Attempts	Completions	Yards	Total	Turnovers

Net Yards ☐

KSMC

Mary's Football

________ QUARTER SUMMARY

	HOME	VISITOR
Rushing Attempts		
Rushing Yards		
Passing Attempts vs Completions		
Passing Yards		
Penalties		
Sacks		
Time of Possession		
Field Goals Missed (Yards)		
Field Goals Made (Yards)		
Turnovers		

BCA Radio Program Survey

Do you hope to work professionally in radio? yes_____ no_____

Please select and rank the TOP THREE opportunities you believe our radio program should provide for its students. AFTER you have done this please place a check next to other experiences that you think would be a valuable part of the program, but are not as important as the three that you ranked.

______ Practice as a DJ

______ Learn more about music

______ Management experience

______ Produce remote broadcasts

______ Interviewing

______ Talk Radio

______ Public Affairs

______ Programming Strategies

______ Public and community broadcasting

______ Other (Please Specify):

______ Create your own prerecorded productions

______ Engineer someone else's prerecorded productions

______ Sports broadcasting

______ Produce news broadcasts

______ Editing

______ Promotion

______ Advertising

______ Ethics

Please rank each of the following approaches to teaching radio using a scale of 1 to 5, with 1 being most valuable and 5 being least valuable.

	most valuable			least valuable	
Practice using radio equipment	1	2	3	4	5
Field trips to radio stations	1	2	3	4	5
Speakers from the radio industry	1	2	3	4	5
Internships	1	2	3	4	5
Lectures	1	2	3	4	5

What do you like most about the BCA radio courses?

What do you like least about them?

What specific changes would you like to see?

If you are interested in radio production, what kinds of production would you like to do? (i.e., drama, documentary, comedy, interview programs, experimental, etc.)

In your opinion, what is the most important function of KSFS radio?

Would you be interested in an upper division seminar that would focus on current radio programming strategies and controversies such as shock radio, automation, block programming, cultural programming, talk radio, etc. etc. etc.?

If you answered yes, do you have any particular types of programming you would like to see included in a course of this type?

This sheet is an evaluation specifically of your KSFS experience this quarter. It is intended to give you the opportunity to express your concerns and ideas about KSFS. Please feel free to discuss this information frankly. I admit I'm human like all of you, which means I have feelings that can be hurt. Nevertheless, I haven't been here for very long so I'm not too ego-involved yet. I would like to try to increase the benefits that you can get out of this class and I can only do this if you are honest with me. So please help! Thank you!

What was your radio/audio experience before you started with KSFS?

How many quarters have you worked with KSFS? ________

What did you do with KSFS this quarter?

What did you like about working for KSFS?

What didn't you like about working for KSFS?

We are considering changing the broadcast schedule to late afternoons and evenings and using the facility as a production studio during the mornings and early afternoons. Do you think this is a good idea? Why or why not?

What format do you think is most appropriate for KSFS?

What do you consider to be the most important tasks for KSFS faculty?

What do you consider to be the most important tasks for the KSFS program director?

Were the assignments for this course helpful? Please be specific here since each of you had different tasks.

Do you think that guest speakers from radio stations around the Bay Area would improve the KSFS meetings?

If so, who would you like to see?

Any additional comments, suggestions, ideas, gripes, compliments, jokes or philosophical statements are always welcome, and here's the spot to put them.

Approved by OMB
3060-0084
Expires 4/30/87

UNITED STATES OF AMERICA
FEDERAL COMMUNICATIONS COMMISSION

Ownership Report For Noncommercial Educational Broadcast Station

INSTRUCTIONS

1. This report is to be filed as follows by noncommercial educational TV, FM, or AM broadcast stations (See Section 73.3615 of the Commission's Rules.)

   (a) By licensees with the application for renewal of station license. Licensees with current unamended Ownership Reports on file at the Commission may so indicate on their renewal applications and be relieved of the obligation to file a new Ownership Report.

   (b) By licensees or permittees within 30 Days after the consummation, pursuant to Commission consent, of a transfer of control, or an assignment of license or the grant of an original construction permit.

   (c) By licensees or permittees within 30 days after changes in the information called for by this form.

   (d) File one copy with the Federal Communications Commission, Washington, D.C. 20554. If information submitted is equally applicable to each station above listed, one report may be filed for all such stations; otherwise a separate report shall be filed for each station.

   (e) This form is to be filled out completely when filed pursuant to (a) and (b) above. When filled out pursuant to (c), changes only need be noted.

2. Any contract or modification of contract relating to the ownership, control, or management of the licensee or permittee must be filed with the Commission, as required by Section 73.3613 of the Rules. Attention is directed to the fact that Section 73.3613 requires the filing of all contracts of the types specified and is not limited to executed contracts but includes options, pledges, and other executory agreements and contracts relating to ownership, control, or management.

3. This form should be used to report all types of transactions concerning agreements and voting control.

4. If the licensee or permittee is directly or indirectly controlled by another entity, a separate Form 323E should be submitted to report changes in the officers and directors of such entity.

5. This form is not to be used to report or request a transfer of control or assignment of license or construction permit (except to report a transfer of control or assignment of license made pursuant to prior Commission consent). The appropriate forms for use in connection with such transfers or assignments are FCC Forms 314, 315, and 316. It is the prime responsibility of the licensee or permittee to determine whether a given transaction constitutes a transfer of control or an assignment.

6. The official title of the respondent must be an officer of the licensee or permittee corporation or association, or in case of a governmental or public educational agency, a duly authorized administrative representative thereof.

FOR COMMISSION USE ONLY

File No.

Name of Applicant

Telephone No. (Include Area Code)

1. All of the information furnished is reported as of

____, 19____ .

(date must comply with Section 73.3615(e) when box 1(a) below is checked)

This report is filed pursuant to instruction (Check One)

1(a) ☐ Renewal	(b) ☐ Transfer of Control, Assignment of License, or Construction Permit

(c) ☐ Change of prior report, for the following stations:

Call sign

Type of station

Location

City	State

2. List all contracts and other instruments set forth in Section 73.3613 of the Commission's Rules and Regulations

Description of contract or instrument

Name of person or organization with whom contract is made

Date of execution

Date of expiration

3. Is the governing board directly or indirectly under the control of another entity? ☐ Yes ☐ No

   If "Yes", give name and nature of entity

4. Show the interests in any other broadcast station of the licensee or permittee, or any of its officers, members of the governing board, and holders of 1% or more ownership interest, if any.

FCC 323-E
April 1984

5. Give the following information as to applicant's officers, members of governing board, and holders of 1% or more ownership interest, if any.

NAME AND RESIDENCE	OFFICE HELD	CITIZENSHIP	PRINCIPAL PROFESSION OR OCCUPATION	BY WHOM APPOINTED OR ELECTED

Section 310(d) of the Communications Act of 1934 requires that consent of the Commission must be obtained prior to the assignment or transfer of control of a station license or construction permit. This form may not be used to report or request an assignment of license or transfer of control (except to report an assignment of license or control made pursuant to prior Commission consent).

CERTIFICATION

(Date of certification must be within 30 days of date shown in Item 1 when box 1(a) is checked and in no event prior to Item 1 date.)

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief , and are made in good faith.

Signed and dated this ________ day of ______________________, 19____ .

____
(NAME OF LICENSEE OR PERMITTEE)

By ______________________________
(SIGNATURE)

Title ______________________________

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE
PUNISHABLE BY FINE AND IMPRISONMENT.
U.S. CODE, TITLE 18, SECTION 1001.

FCC NOTICE TO INDIVIDUALS REQUIRED BY THE PRIVACY ACT AND THE PAPERWORK REDUCTION ACT

The solicitation of personal information requested in this application is authorized by the Communications Act of 1934, as amended.

The principal purpose(s) for which the information will be used is to determine if the benefit requested is consistent with the public interest.

The staff, consisting variously of attorneys, accountants, engineers, and applications examiners, will use the information to determine whether the application should be granted, denied, dismissed, or designated for hearing.

If all the information requested is not provided, the application may be returned without action having been taken upon it or its processing may be delayed while a request is made to provide the missing information.

Accordingly, every effort should be made to provide all necessary information. Your response is required to retain this benefit.

THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, December 31, 1974, 5 U.S.C. 552a(e) (3), AND THE PAPERWORK REDUCTION ACT OF 1980, P.L. 96-511, DECEMBER 11, 1980, 44 U.S.C. 3507.

NFCB

NATIONAL FEDERATION OF COMMUNITY BROADCASTERS
1314 14th Street NW Washington, DC 20005 202/797-8911

TO: Station Managers and Other Interested People

FROM: Bill Thomas

DATE: May 27, 1987

RE: NFCB'S RESPONSE TO FCC'S INDECENCY/OBSCENITY POSITION

NFCB will participate in Pacifica's lawsuit. The Pacifica Foundation is suing the FCC about the Commission actions of which we have all heard so much, especially their referral of KPFK to the Justice Department for obscenity prosecution. They fear that these actions may go on their record to count against them at license renewal time, without Pacifica ever having had a chance to sufficiently defend themselves. NFCB, with the assistance of the American Civil Liberties Union, is proposing to participate in the case as an "intervener". If the Court grants us this status, we will able to raise issues and comment in a more active manner than as an "amicus curiae" ("friend of the court"), which is the other status we had considered.

Possible new lawsuit. NFCB is also discussing with our ACLU attorney the possibility of filing our own suit, perhaps with some stations as co-plaintiffs. As currently being considered, this suit (an affirmative lawsuit) would have two parts. One would allege that the FCC had violated proper administrative procedures in making this decision. The other would assert that the FCC actions have had an improper chilling effect on broadcasters, and ask the court to act to relieve this.

Station help needed. Our attorneys have asked us to gather from you reports on the effects of the FCC decision. Specifically, we need you to tell us, as a result of the FCC actions:

1. what changes you have made in your station policies;
2. what programs or programmers you have taken off the air;
3. what programs you have changed; and
4. any other effects.

Please send this information in as soon as possible, to me or Kathy Anderson at NFCB.

ALL-INDUSTRY
RADIO
MUSIC LICENSE COMMITTEE
400 3rd Avenue / Jasper, Alabama 35501

June 22, 1987

Dear Broadcasters:

Negotiations with BMI have been successfully completed. You will soon receive new License agreements covering the period of January 1, 1987 through December 31, 1991. Your committee recommends acceptance.

You will find the new License to be much easier to understand and administer. Fees will be charged only upon Adjusted Net Revenue; Non-cash billings such as trades and barters have been eliminated, and we can look forward to a long period of stable rates. We believe this new agreement reflects substantial improvement for all Radio Broadcasters.

> However - - all Radio Broadcasters have NOT supported the Committee financially; only 20% have sent a check to help pay for the lenghty negotiations that preceded agreement with BMI and the hard fought litigation that preceded agreement with ASCAP.
>
> We MUST PAY OUR BILLS . . . they were incurred on behalf of all Radio Broadcasters and if everyone contributed their fair share the cost per station would not exceed a tiny fraction of what we paid ASCAP and BMI last year.
>
> So please - do your part!
> Send your contribution today . . .
> So we can properly bring these proceedings to a close.

By the way - our New York office is closed. All inquires concerning the new Agreements, ASCAP and BMI, may be made by calling Cathy Howe Grant at the N.A.B. in Washington, D.C. (202) 429-5473.

The return address for contributions is:

All-Industry Radio
Music License Committee
400 3rd Avenue
Jasper, Alabama 35501

Thank you for your support.

Sincerely,

Donald A. Thurston
Interim Chairman

A Short History of Radio Music Licenses

Few know much about the ASCAP and BMI music performance licenses that our stations hold, other than that they cost our stations a great deal of money. This short history of radio music licenses describes the efforts of the radio industry over the last fifty years to hold the line on music cost. We think that it also demonstrates the need for new efforts to bring about improvements in music licenses.

1. The Early Days

It is uncertain when a copyright owner first demanded of a broadcaster that he either pay for a music license or face a copyright infringement suit. But the first music license agreement between the radio industry and ASCAP was reached in 1935. That agreement required broadcasters to pay a blanket license fee of 5% of their net receipts (the "commercial fee") plus an amount based on their rate card (the "sustaining fee"). In return, the broadcaster was given permission to play all the music composed by members of ASCAP (ASCAP's "repertory").

When that agreement expired in 1940, ASCAP, not content with the substantial license fees it was receiving from the industry, demanded a 70% increase in fees. The industry balked. In protest, broadcasters throughout the country took ASCAP music off the air, and some formed a new organization to counter ASCAP's power - Broadcast Music, Inc. (BMI). For eleven months, many radio stations got by with public domain music and music licensed by BMI.

At about the same time that stations took ASCAP music off the air, the United States Department of Justice filed a criminal antitrust suit against ASCAP. ASCAP pleaded **nolo contendere** and paid thousands of dollars in fines. In response to a second antitrust suit brought by the government about a month later, ASCAP agreed to the entry of a court order (the "ASCAP Consent Decree") governing the way it could deal with radio broadcasting and its other customers.

Shortly after the entry of the ASCAP Consent Decree in 1941, ASCAP and the radio industry (represented by an NAB - sponsored committee of broadcasters) agreed to new licenses. The blanket license fee was reduced to a "commercial fee" of 2.25% of net receipts from local programming plus a "sustaining fee" based on the rate card. The licenses were to run through 1949, and were renewable at ASCAP's option for the period 1950 through 1958.

In 1949, ASCAP elected to renew the 1941 radio licenses.

2. The 1950 ASCAP Consent Decree

The 1950, ASCAP, again under investigation by the government for alleged antitrust violations, agreed to modifications in the 1941 ASCAP Consent Decree. The modified ASCAP Consent Decree still governs ASCAP's operations, and provides, among other things, that if broadcasters and ASCAP cannot agree upon license terms, the broadcasters may ask the court that administers the Consent Decree (the "rate court") to determine reasonable fees and terms for ASCAP licenses. Thus, the ASCAP Consent Decree prevents ASCAP from ever again demanding a fee increase on a take-it-or-leave-it basis, as it did in 1940. If the industry believes that ASCAP's fee demands are too high, it can ask the rate court to decide reasonable fees. Importantly, in any such proceeding the burden is on ASCAP to prove the reasonableness of its fee demands.

It was not long before radio broadcasters had need of the rate court.

3. Later Negotiations

In 1959, the 1941 ASCAP licenses finally expired and the radio industry was again confronted with a demand by ASCAP for a rate increase. The industry was by then represented by an All-Industry, Radio Music License Committee. This Committee was organized by NAB to be autonomous in order to represent the station (not just NAB members) which authorized such representation. Committee members were suggested (appointed-ratified) by the NAB President and Board Chairman through Vince Wasilewski's term. Availing itself of the rate-setting provisions of the Consent Decree, the All-Industry Committee commenced a rate proceeding, seeking lower ASCAP license fees. Before the rate court had to decide the reasonableness of ASCAP's fee demands, however, ASCAP agreed to lower the blanket license fee to 2.125% of net receipts plus the sustaining fee.

In 1972, an All-Industry Committee again sought lower fees in the rate court. Again, the Committee and ASCAP reached an agreement before the court had to act. This time, the blanket licesne fee was further reduced to 1.725% of net receipts plus the sustaining fee.

ASCAP and an All-Industry Committee agreed in 1978 to terms for music licenses that kept the blanket license commercial fee rate at 1.725%. The Committee sought and obtained other improvements in the licenses, chiefly a higher optional standard deduction for blanket licensees and changes (including a lower rate) in the per program license.

4. Latest ASCAP Negotiations

The 1978 ASCAP licenses expired at the end of 1982. In May of that year, an All-Industry Committee commenced negotiations with ASCAP over new licenses. Those negotiations quickly produced an agreement on **Interim** licenses; the existing licenses were extended until agreement was reached or until rates and terms were set by the rate court. Thus, the industry would continue to be licensed at the 1978 rates during the negotiation period.

At the end of 1983, the negotiations produced a second result - - a new, simplified form of blanket license, eliminating the requirement that radio broadcasters report trades and barters and eliminating the sustaining fee. Unfortunately, the All-Industry Committee was forced once again to commence a rate proceeding to protect the industry from an ASCAP fee increase.

In 1986, the Committee, after months of research, discovery proceedings, and other intense litigation activities found that industry financial support was inadequate to continue the court rate proceedings. Fortunately, enough information had been complied to provide a basis for reopening negotiations with ASCAP. Those negotiations resulted in a new agreement covering the period January 1, 1986 through December 31, 1990 which provided for a 1.56% rate on adjusted Net Revenues (a 7-8% increase to ASCAP) while retaining the favorable contract simplification which had been agreed upon in 1983. The Committee believes that no increase was warranted but without soli financial support, further pursuit of court proceedings was impossible.

It's worth noting here that two court proceedings, which the Committee felt had substantial merit, (ASCAP 1983 - 86 and SESAC in the 70's) were abandoned due to the lack of industry support.

Future Committees **must** solve this problem.

5. The 1984 BMI Agreement

In 1984, the radio industry came full circle in its relations with BMI. BMI was created by broadcasters in 1939 as a result of ASCAP's 1940 monopolistic demand for higher license fees. Ironically, in 1984 BMI adopted the old ASCAP tactic, mailing out new radio station licenses that contained a substantial license fee increase, which had not been negotiated. Unlike ASCAP, however, BMI licensees have no rate court to determine BMI's rates and terms.

At the urging of such industry organizations as the NAB, NRBA, BFM, and DBA, the All-Industry Radio Music License Committee and BMI went back to the bargaining table. The Committee was able to negotiate amendments to the new BMI license that cut the rate increase in half and produced other savings as well. But most significantly, the Committee and BMI agreed to amendments to the court order under which BMI operates, the BMI Consent Decree, that will create a rate court to protect radio stations from BMI in the same fashion that the ASCAP rate court protects them from ASCAP. The All-Industry Committee is currently working with BMI and the U.S. Department of Justice to create the new rate court.

In late 1986 negotiations were continuing with BMI for a new 5 year license. The contract expiration of 12/31/86 was extended through June 30, 1987 to allow negotiations to proceed without fear that stations would become copyright infringers. In March of 1987, BMI and the Committee reached agreement on a new contract covering the period of January 1, 1987 through December 31, 1991 and providing a rate of 1.39% on adjusted Net revenues while including the simplification which was a part of the ASCAP agreement. A lower rate of 1.2% was provided for stations that hav annual Net revenues of $150,000 or less. The Committee feels this agreement holds the line on cost and provides substantial administrative relief.

The Future

No negotiations, unless there is specific disagreement on contract terms or definitions, are now expected until 1990 (ASCAP) and 1991 (BMI). There is much that needs to be done to prepare for that time.

Research

The Committee needs reliable data on music performance. Both ASCAP and BMI make claims as to the relative use of their music, but the Committee needs money to test their arguments. Therefor it should accumulate, annually, data regarding play lists, trends, copyright, etc.

Finance

The committee cannot be expected to pursue an agressive posture, which includes the availability of legal action, as an option, without adequate funds. A legal defense fund might be started to include regular contributions from NAB (dues check-off, Radio Convention profit set aside, etc.) as well as contributions from non NAB sources. To **react**, after we begin negotiations is not practical.

Technology

There is a great deal happening in music delivery systems that will have an impact on the cost of Music to Radio. Digital recording, Re-recording prohibition, Satellite delivery of music from outside U.S.A., Electronic Synthesis, etc. Radio needs to be prepared with an understanding of what's coming.

Co-operative Efforts

ASCAP, BMI & SESAC have a large stake in maintaining a healthy Radio economy and in proper collection of performance and payment data for their members. We should investigate, together, those matters which are in our collective best interests.

Since there **presently** is no way for a radio station to popsitively identify the copyright holder of music perhaps we should be seeking establishment of a national, electronic data base for that purpose.

Until that is done, there is no way for a radio station to escape the present form of licenses.

Education

Radio Broadcasters need to be continually educated regarding music use and the economics of the industry. You cannot negotiate without knowledge.

The Committee

Needs to be closely tied to the principal radio trade association consistent with the need to maintain autonomy in order to maintain its court recognized All-Industry status for negotiation.

The Radio Industry in 1987 is paying approximately $100 million dollars to ASCAP & BMI. That amount will increase proportionately as revenue increases in years to come.

Every radio station must pay those fees.

To maintain control the Industry must be prepared and financed for the 1990-91 negotiations.

WORT
89.9 FM
Madison, WI

The FCC which has granted us our license to broadcast has a rather confusing policy about obscene language. They have definitely indicated that certain words should probably not be broadcast at times when children might be presumed to be listening. Based on FCC and court rulings, WORT has adopted the following policy which you are firmly expected to observe:

"Operators shall not allow the following words on the air;
shit, fuck, piss, cunt, cocksucker, motherfucker, tits--
However, during the hours between 11pm and 5am, operators may at their discretion allow the above words on the air provided the source on language is pre-recorded."

In exercizing her or his discretion a programmer-should take into account the musical and artistic content of the recording, the program context and the likely audience.

If a guest or a phone caller uses offensive language during a broadcast, ask them to watch their language on the air. If it happens again after such a warning, you are expected to cut them off.

Exception for news people: If you are engaged in covering a bona fide news event in which obscenity occurs, it does not need to be edited out. Use your discretion. Ask the News Director.

Passed by the Board of Directors May 20, 1987

118 S. Bedford St. Madison, WI 53703 Studio: 608/256-2001 Office: 608/256-2695

May 1, 1987

Dear WCUW Programmer:

Effective immediately and until further notice, this is WCUW's policy on the airing of obscene or indecent material:

UNDER NO CIRCUMSTANCES ARE YOU TO AIR ANY MATERIAL -- WHETHER LIVE OR RECORDED, MUSICAL EXPRESSION, POETRY, THEATER, GUEST INTERVIEWS, PHONE-INS, OR MIKE RAPS -- THAT COULD BE CONSIDERED OBSCENE OR INDECENT, UNLESS IT HAS BEEN CLEARED BY KRISTI BEFOREHAND. IN ORDER TO BE CLEARED IT MUST BE PLAYED FOR KRISTI, NOT DESCRIBED. IF YOU AIR QUESTIONABLE MATERIAL WITHOUT HAVING IT CLEARED IN ADVANCE, YOU WILL BE SUSPENDED FROM THE AIR IMMEDIATELY AND FOR AN INDEFINITE PERIOD OF TIME.

****

I have spent the first four days of this week in Washington, D.C., at the annual business meeting of the National Federation of Community Broadcasters, where the recent FCC action on obscenity on the air was a major topic of discussion. The policy above is one that has been adopted by stations across the country, and was originated by the Pacifica group of community radio stations.

You should be aware that the FCC, acting in response to 20,000 letters of complaint during the past year as well as a month of picketing by citizens outside its Washington offices, recently took action against three stations for broadcasting material the FCC considers obscene or indecent. While the primary thrust of the public attack -- the letters and pickets -- was Howard Stern's "shock radio", aired on commercial stations in New York and Philadelphia, the FCC has focussed its punitive action on the two non-commercial stations, KCSB and KPFK, a Pacifica station in Los Angeles. In a press conference on April 16, the FCC announced that it is changing the way it interprets a 1978 Supreme Court decision on what constitutes obscenity and indecency on the airwaves. It will no longer limit itself to the "seven dirty words" definition; it will no longer assume that children are not listening after 10 p.m.; and it proposes to adopt a nationwide standard for what is offensive, rather than a local, community standard. In making this announcement, the FCC issued a fine to KCSB and retained jurisdiction over the case, meaning that it may still revoke the license or hold up renewal because the licensee failed to exercise proper control over the volunteers on the air in their program content. Additionally, the FCC referred the case of KPFK to the Justice Department for criminal prosecution on the grounds of obscenity. If convicted, the station will pay $20,000 in fines and the Executive Director will go to jail for 2 - 5 years. Perhaps more frightening is the prospect for both KCSB and KPFK of license revocation or a comparative hearing at license renewal time. The FM band is crowded on the West coast as here in our area; members of the religious right seeking a frequency have only one option: to seize the license of an existing station.

The FCC has stated that it has an additional 12 cases "in the pipeline" and that these may be better test cases -- but it couldn't get them ready for action quickly enough.

For now, there is no clear standard as to what is safe and what is not. There is only the clear message that the old guidelines no longer exist. There is no indication of any "safe" time to air this material. According to communications lawyers we spoke with at the NFCB meetings, to be secure in our license we will have to be conservative; the rule stands until it is set aside by the courts. There won't be a second chance: no letter of warning first. This was the warning.

Rest assured that legal action is being taken. The First Amendment guarantees us a shield against this kind of "chilling effect". KPFK is now engaged in no fewer than five court cases, two of which are being defended by the ACLU, pro bono. As their Executive Director says, though, he would have preferred to choose his own test case.

We will live with the policy stated, above. If, however, we receive complaints and/or action by the public or the FCC, I will defend individuals and the station vigorously. This is our license at stake -- don't be foolish!

If you have more questions or concerns, I am available during my regular office hours, 10 - 5. In addition, I will be here these times during the next two weeks: Wednesday, May 6, 5:30 - 7 p.m.; Friday May 8 until 7:00; Monday the 11th until 8:00, although I'll be in a Public Affairs meeting from 7:00 for a while; Tuesday the 12th until 7:00, and Friday the 15th until 6. Feel free to stop in and see me.

Sincerely yours,

Kristin B. Webb
Station Manager

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NFCB/Pacifica Program Service, 5316 Venice Boulevard, Los Angeles CA 90019, (213) 931-1625. Printed and microfiche catalogs available

ATLANTA, GA 303
PM
18 NOV
1987

USA 22

David Profitt
KSMC
Saint Mary's College
Box 223
Moraga CA 94575

KSMC STAFF POSITION APPLICATION
FOR ACADEMIC YEAR
1987 - 1988

Congratulations! The mere fact that you are holding this document in your hand means that you are interested in becoming a member of the KSMC Executive Staff for the upcoming academic year.

During the past three years, KSMC has gone through a tremendous growth period with many technical, programming and operational changes being initiated. Yet much work needs to be done to secure a bright future for our station, and this can only be accomplished with the dedication, hard work, and enthusiasm of a committed Executive Staff.

Following is a list of fun facts that you need to know to take part in our staff selection process. Please read the following information, formulate your own thoughts and ideas on how the station can be best improved under your leadership and then come prepared next week to express these ideas to the selection committee. Remeber.....the station is only as strong as its members and much is riding on your participation and input next year.

AVAILABLE POSITIONS

Essentially all staff positions are considered open for next year. Even if you are a returning student currently holding a staff position that you would like to retain, you still must go through the application process.

JOB DESCRIPTIONS

Included in this package are job descriptions for the postions available. These descriptions were written several years ago and many are either partially or significantly outdated. These are being given to you as a guidelind and starting reference. Use these descriptions to stimulate your own ideas as to what the various positions should entail by way-of responsibilities given your knowledge of the current status of KSMC, and come prepared to your interview to express these ideas to the selection committee.

APPLICATION PERIOD

Application forms are available this week at KSMC. Formal interviews with members of the selection committee will take place the week of May 4th on an appointment basis. Make all interview appointments with either Paul Pravettoni or Ed Tywoniak. The final list of staff appointments will be posted the week of May 11th. The new staff appointments will become effective the week of May 18th.

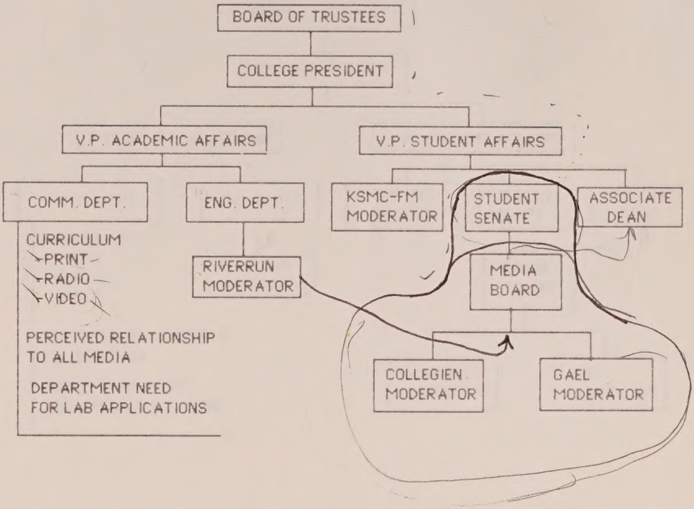
SELECTION COMMITTEE

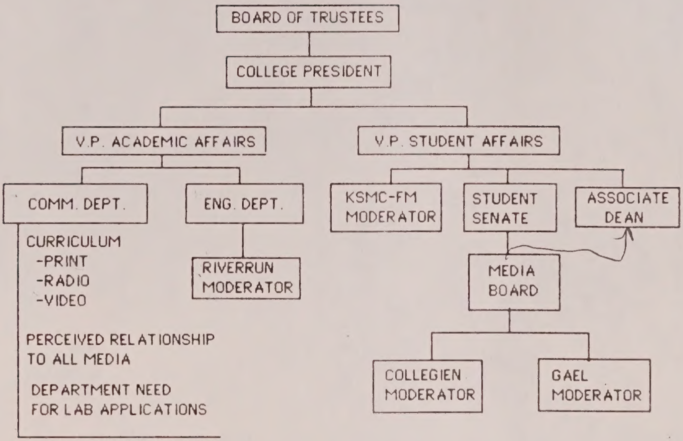
The selection committe is comprised of the Faculty Director and current senior KSMC staff members who will be graduating this year. Final approval of the General Manager's position must be given by the ASSMC Student Media Board.

SUMMER POSITION

Ideally, summer positions will be at least partially filled by the new staff member. If however time and distance prevent you from fullfilling your duties during the summer months, then a summer staff member will be selected for your position.

Take your time in assessing the needs of KSMC next year and determining how you can best lend your talents to help meet those needs. We look forward to meeting with you next week and planning for the future of our radion station. If you have any questions with regards to any of this, please contact Paul Pravettoni or Ed Tywoniak. Thank you.


BOARD OF TRUSTEES
COLLEGE PRESIDENT
V.P. ACADEMIC AFFAIRS
V.P. STUDENT AFFAIRS
COMM. DEPT.
ENG. DEPT.
KSMC-FM MODERATOR
STUDENT SENATE
ASSOCIATE DEAN
CURRICULUM
PRINT
RADIO
VIDEO
RIVERRUN MODERATOR
MEDIA BOARD
PERCEIVED RELATIONSHIP TO ALL MEDIA
DEPARTMENT NEED FOR LAB APPLICATIONS
COLLEGIEN MODERATOR
GAEL MODERATOR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COMM. DEPT.
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KSMC-FM MODERATOR
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-VIDEO
RIVERRUN MODERATOR
MEDIA BOARD
PERCEIVED RELATIONSHIP TO ALL MEDIA
DEPARTMENT NEED FOR LAB APPLICATIONS
COLLEGIEN MODERATOR
GAEL MODERATOR

PROBLEMS
① No $
② No Quality Control
③ No Consistency
④ Faculty Funding
⑤ No Education

SAINT MARY'S COLLEGE
STUDENT MEDIA

ORGANIZATION	MEDIA	GOVERNANCE
KSMC	RADIO	DEAN OF STUDENTS
COLLEGIEN	PRINT	ASSMC
-----------	VIDEO	COMM. DEPT
YEARBOOK	---------	ASSMC
RIVERRUN	LITERARY	DEAN (LIBERAL ARTS)

- UNIV. OF SAN DIEGO

Occidental
Azuza Pacific
~~Holy Names~~

SANTA CLARA
U.S.F.
~~U.C. BERKELEY~~
LOYOLA
U.S.C.
MILLS
REED
POMONA

BUDGET
1. SAINT MARY'S COLLEGE
2. ASSOCIATED STUDENTS

CURRICULUM
1. DEPARTMENTAL AFFILIATION
2. PRACTICUM COURSES
3. MEDIA MINORS WITHIN DEPARTMENTAL MAJORS

REPORTING STRUC.
SALARIES
STUDENTS
→ DEAN OF STUDENTS

REPORTING STRUCTURE
1. ACADEMIC DEAN SCHOOL OF LIBERAL ARTS
2. DEPARTMENT CHAIR
3. ASSMC MEDIA BOARD
4. SMC MEDIA BOARD
5. INDEPENDENT MEDIA BOARD
6. DEAN OF STUDENT SERVICES

① FACULTY DIR
② STUDENT DIR
③ DEAN

PROGRAMMING

1. SERVICE TO STUDENTS
2. SERVICE TO FACULTY
3. SERVICE TO ADMINISTRATION
4. SERVICE TO ALUMNI
5. SERVICE TO OUTSIDE COMMUNITY
6. PUBLIC RELATIONS TOOL
7. ACADEMIC PROCESS OR END PRODUCT OR BOTH ACTIVITY

STAFFING AND SALARIES

1. FACULTY MODERATOR (ACTIVE OR PASSIVE)
2. REPORTING STRUCTURE (STUDENT STAFF
3. AMOUNT OF STAFF
4. PAID STUDENT STAFF (TUITION WAVERS)
5. COURSE CREDIT FOR STUDENT STAFF

ACTION STATEMENTS

WHAT IS OUR CHARGE?

1. SURVEYS (STUDENTS, FACULTY, ADMINISTRATION)
2. MAKE PRESENTATION TO ASSMC MEDIA BOARD /RUSSO
3. INTERVIEW FACULTY AND STUDENT HEADS OF VARIOUS MEDIA ORGANIZATIONS
4. COLLECT ALL RELEVENT DOCUMENTS
5. SET UP CAMPUS-WIDE COMMITTEE (TO WHOM SHOULD THIS COMMITTEE REPORT TO)
6. TIME LINES
7. FINAL DOCUMENT(S)

- CURRENT
- EXPANSION
- BUDGET

Don Dickersen
class of '70
Interested in
Radio Xpansion

I. CURRENT

A. GOOD STAFF

B. NO PROBLEMS

II EXPANSION

A. INTERFERENCE STUDY { - SAN JOSE / - OAK / BERK / - S.F.

- CLEAR CHANNEL
- BUY KPOO FREQ.
- GO CABLE

B. MOVE XMITTER / ANTENNA
INSTALL REPEATER STATIONS

C. MOVE STUDIOS.

- KSMC OFFICES
  - " AIR STUDIO / LIBRARY /
  - " PROD. STUDIO
- ELECTROACOUSTICS LAB / STUDIO
- CLASSROOM
- RECORDING STUDIO

III BUDGET

- WE NEED INCREASE IN BUDGET
- NEED TO BE FINACIALY AUTONIMOUS FROM ASSMC

KSMC SIGN-UP FORM

NAME:____________________ DATE:____________________

YEAR IN SCHOOL:________________ MAJOR:____________________

SCHOOL ADDRESS:____________________________________

____

SCHOOL PHONE NUMBER:______________________________

HOME ADDRESS IF DIFFERENT FROM ABOVE:__________________

____

HOME PHONE NUMBER:________________________________
(IF DIFFERENT FROM ABOVE)

LIST ANY PREVIOUS EXPEREINCES THAT YOU MAY HAVE HAD IN RADIO, AUDIO PRODUCTION, MUSIC, NEWSPAPER, VIDEO OR OTHER RELATED FIELDS.________________________________

____

____

LIST MUSICAL PREFERENCES:______________________________

____

____

LIST YOUR THREE FAVORITE RADIO STATIONS:________________

____

LIST THREE DEPARTMENTS YOU WOULD LIKE TO WORK IN IN ORDER

OF PREFERENCE:______________________________________

____

PLEASE LIST ON BACK YOUR CLASS SCHEDULE/WORK SCHEDULE.

KSMC
SIGN-UP FORM
1988-89

NAME:____

CURRENT SCHOOL ADDREESS:______________________________

____

CURRENT SCHOOL PHONE NUMBER:__________________________

HOME ADDRESS:____________________________________

____

HOME PHONE NUMBER (INCLUDE AREA CODE):____________________

ACADEMIC STANDING:________________ MAJOR:________________

LIST ANY PREVIOUS RADIO OR OTHER AUDIO EXPERIENCES YOU HAVE HAD:________

____

LIST IN ORDER OF PREFERERENCE DEPARTMENT YOU WOULD LIKE TO WORK FOR:______

____

LIST IN ORDER OF PREFERENCE THE TYPE OF MUSIC YOU LISTEN TO:__________

____

PLEASE LIST ON THE BACK OF THIS PAPER YOUR CLASS SCHEDULE AND WORK SCHEDULE.

KSMC SIGN-UP FORM

NAME: ____________________ DATE: ____________________

YEAR IN SCHOOL: ____________ MAJOR: ____________________

SCHOOL ADDRESS: ____________________________________

____

SCHOOL PHONE NUMBER: ______________________________

HOME ADDRESS IF DIFFERENT FROM ABOVE: __________________

____

HOME PHONE NUMBER: ________________________________
(IF DIFFERENT FROM ABOVE)

LIST ANY PREVIOUS EXPEREINCES THAT YOU MAY HAVE HAD IN RADIO, AUDIO PRODUCTION, MUSIC, NEWSPAPER, VIDEO OR OTHER RELATED FIELDS. ________________________

____

____

LIST MUSICAL PREFERENCES: ______________________________

____

____

LIST YOUR THREE FAVORITE RADIO STATIONS: ________________

____

LIST THREE DEPARTMENTS YOU WOULD LIKE TO WORK IN IN ORDER

OF PREFERENCE: ______________________________________

____

PLEASE LIST ON BACK YOUR CLASS SCHEDULE/WORK SCHEDULE.

KSMC

89.5 F.M.

FALL 1987
EXECUTIVE STAFF POSITIONS

GENERAL MANAGER	LOUIS DESMOND
OPERATIONS DIRECTOR	PAT KANE
PROGRAM DIRECTOR	EMILY STUDER
ASSOC. DIRECTOR	KRISSY SANDVIK
ASSOC. DIRECTOR	HEIDI HILL
PUBLIC AFFAIRS DIRECTOR	DON LOWREY
PRODUCTION DIRECTOR	MIKE MULLEN
PROMOTIONS DIRECTOR	CINDY LUTZ
ASSOC. DIRECTOR (UNDERWRITING)	DEANWHITBACK
ASSOC. DIRECTOR (MUSIC PROMOTIONS)	MIKE CHALKLEY
MUSIC DIRECTOR	JOHN BOUVIER
ASSOC. DIRECTOR (CLASSIC ROCK)	SEAN RIORDAN
ASSOC. DIRECTOR (CLASSICAL/JAZZ)	MANNY GRANILLO
ASSOC. DIRECTOR (BEAT/RAP)	SYLVIA ORENDIN
PUBLICATIONS DIRECTOR	JOE SELBY
SPORTS DIRECTOR	--------------

P.O. BOX 223, SMC • MORAGA, CA 94575 • (415) 376-1242

College Radio Article

Raising Your Power

by Nan Rubin

Nan Rubin, a former station organizer and Manager, is NFCB's Director of Station Development, where she works with both campus and community stations to improve their operations.

Ten-watt stations are growing up. In 1978, the Federal Communications Commission issued a decision in Docket 20735 which gave 10-watt stations a choice — they could either move to the commercial portion of the FM band, or stay in the noncommercial band but increase their power. Since then, stations all around the country are having to decide: will they stay at low-power and remain almost exempt from FCC regulation, or will they stop being noncommercial radio's little sister and grow up by going up in power.

Raising power is a challenge to any radio station, but for campus-based stations there are some special pitfalls. Fundraising to buy new equipment, preparing the technical and legal applications to the Commission, thinking about an off-campus audience, and convincing the Student Activities Body, the Administration, and/or the Faculty are just a few of the steps the station will need to take. A key to making a successful transition is to show that you are a responsible broadcaster by drawing up a plan for your station's development. A written document outlining answers to questions, proposing station goals and showing how the station fits into the overall activities and programs of your school both on campus and off can go a long way in broadening your station's voice in the community.

Coming up with the plan for your station can be an important exercise for staff and other station participants to take part in because it will give you each a chance to share your ideas about the station. Besides, it can be a big project and you will want help from interested and involved people. What follows are some suggestions about important elements which should be included in any plan. They are based on a number of plans we have seen worked out by stations on both large universities and small colleges — they all went through the same processes.

The very first question you should be asking is what purpose does our station serve?

Develop a statement of purpose for the station. The very first question you should be asking is what purpose does our station serve? Why raise the power? In many cases, the answer is that the station serves a number of purposes — serving as a student training ground, as the student activities voice on campus, as a source of entertainment, etc. The important point is that by articulating the purposes of the station, you will be outlining the goals and possibilities you have for a broadcast service. It can describe not only what the station is, but what it can become. It can serve as the basis for programming and operational decisions you will be making now and for some time to come.

A Statement of Purpose can also be an important tool to justify support for the station's growth. Your administration or student body is probably going to ask you why they should cover the additional expenses of a power increase, and this can be presented to any group as an indication of your responsibility by taking the station as a serious activity.

Think about your audience. Who is listening to the station, and who do you want listening? The bottom line on audience development and satisfaction is giving them good programming. Chances are that with a power increase, you will have more people tuning in and more potential listeners who might tune in. Your programming should be ready for all those new critical ears.

Improve your training. Your listeners will be used to hearing tight formats from the commercial dial, and you will want to be able to catch their ears as well. You don't have to sound like a commercial station, but by instituting a regular orientation and training program, you will be able to demonstrate your respect for your audience while providing a standard for your own quality at the same time. If you have the facilities, set up more advanced training in production as well as conducting training sessions on an elementary level. If one of your station goals is to serve your listeners with quality programming, it can be reflected in the training you provide.

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Diversify your program sources. Playing records may be fine for the latest in popular music, but you can also give your audience productions from all around the country — topical programs, live music and comedy, political documentaries, and much more — that are available on tape or disc. There are a number of program services that sell radio programs to noncommercial stations very inexpensively (both NFCB Program Service and Pacifica Program Service have been doing it for years) and you can receive monthly listings of radio productions. There are also a growing number of independent radio producers who aim at noncommercial stations, many of them distributing free programs. (NFCB publishes *Sourcetap*, a Directory of Programming Resources for Radio, which lists over 200 production groups and distribution centers. Cost on request.)

While purchasing programs may seem like a strain on your already miniscule budget, it can open up a range of programs to you and your listeners which is simply impossible for any single station to produce. Your listeners will thank you and stay tuned, and your staff will thank you for letting them hear some of the most exciting radio work being done. It can be positively inspiring.

Remote broadcasts are another excellent way to diversify your programming. They can be done fairly easily with litte more than a portable mixer, a couple of microphones and a telephone, and they create an enormous amount of visibility and good public relations for the station. Remote broadcasts are an easy way to bring your station directly to local listeners while taking advantage of the kind of programming radio can do best — live immediate coverage of local community activities.

Print and distribute some kind of program schedule. Let your listeners (and potential listeners) know what you are broadcasting and when. Use posters and flyers to promote a particular show or event. Post these on bulletin boards around town and hand them out in local gathering spots. This can help build your audience both on campus and off.

Set up an Advisory Committee of some kind. Noncommercial stations which receive money from Federal sources are required by law to establish a Community Advisory Board made up of people representing many community interests to consult with the station on areas of programming and public participation. You may not be obligated to do this, but setting up some kind of Advisory Committee can be valuable both

functionally and politically to the station, underscoring your efforts and helping to establish your legitimacy as campus broadcasters. The composition of an Advisory Committee can be totally determined by your own situation, but generally it should include people genuinely interested in the radio station — station staff, students, faculty, administration and the community at large.

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Participate in professional noncommercial broadcasting activities. As a responsible broadcaster, you should take advantage of information and opportunities that are available. These allow you to improve your skills and programming and keep you on top of the issues in your field. There are national, regional and professional organizations of various kinds which can provide you with publications, newsletters, program ideas, seminars, conferences and workshops to keep you busy all year long. You can get on many mailing lists just for the asking. You should also consider joining those associations which offer services useful to your station. Consider it an investment for the station that can have both immediate and long-term payoffs.

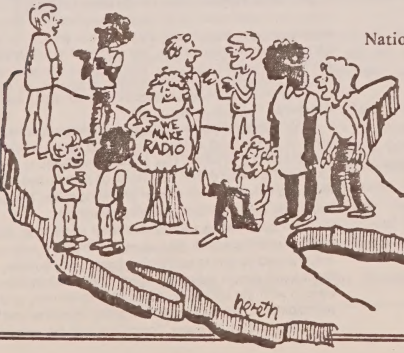
Don't be shy about asking for information from National Public Radio, National Association of Educational Broadcasters, NFCB, or the Corporation for Public Broadcasting. All these groups are organized to serve noncommercial broadcasters in one way or another, and you might find they have just what you are looking for. (All the groups above are membership organizations except the Corporation for Public Broadcasting.) You may also learn that a group you wrote to last year has changed its policy or membership criteria this year and is more accessible to you now. It pays to stay in touch with them.

Develop a budget and financial plan. Your allocation from the school is probably not getting any larger, and with inflation, may not even be staying at the same level. Now is an excellent time for you to review your allocations and income and examine what might be done to improve the financial picture. Remember that your budget should reflect your station's priorities, and should be reviewed periodically for changes or modifications.

Another stage in budget development is to look at fundraising activities the station can undertake. As a duly licensed noncommercial broadcasting station, your station is eligible to apply for money from a number of national level programs designed to assist radio. You should become aware of program funding criteria and operations. Since most of these programs are highly competitive, however, smaller stations are at a disadvantage. Starting with a small, local focus would probably produce better results for this reason. Local fundraising — selling tee shirts, holding a benefit concert, sponsoring a spaghetti dinner — can be successfully undertaken with only a modest investment. Over-the-air fundraising is another strategy for bringing money into the station. Fundraising over the air can bring in a great deal of support, financial and otherwise, if it is done well. But not done well, it can alienate your most faithful followers. Gather information from similar stations to learn how they have successfully undertaken over-the-air campaigns. Then, don't be afraid to ask — most of the time people will give you what you ask for!

Prepare a report on your station's activities. You may have to prepare a financial report already, accounting for your expenses over the year and showing how your money has been spent. But have you told your administration about your successful remote broadcast, or how X number of community people called in on your new feedback line? Your report should include finances, of course, especially highlighting any fundraising activities you have had, but it should also include: your progress in programming, your community participation and campus activity, policy decisions you have implemented, the extent of student involvement and how your activities are addressing the goals you have set for the station. Such a report can set the stage for further support from your school by showing that the station is a serious activity that wants to make progress. Printing your report in a program guide or in the school newspaper and making it available to your listeners will show that you feel accountable to them, too, and are proud of your accomplishments during the year.

The suggestions presented here can give you an organized approach to the difficult process of upgrading your station. They may seem like quite a bit of work, but every department on campus must meet similar requirements for development and accountability. Setting up such procedures yourself, or with faculty help, can go a long way in showing that your station can be a viable school activity and that you really understand what it means to be a "responsible broadcaster."



National Federation of Community Broadcasters
1314 14th St. NW
Washington, DC 20005
202/797-8911

NFCB -

WE MAKE RADIO!

College Radio Article

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by Nan Rubin

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A Newsletter about Computers in Public Radio *ZAP!* May 1987 Volume I, No. 2

A TALE OF TWO TECHNOLOGIES

Once upon a time, I acquired a cheap modem to go with my Macintosh. Then, I tried to hook them together.

My Mac is a 512K Enhanced. It's modem port is a 9-pin connector, just like the serial ports on a typical IBM-compatible. The modem has a 25-pin RS-232 connector, which is also fairly standard in the IBM world.

You would think that hooking a popular, widely-used machine like a Mac to a common, widely-used item like a modem — especially using such common, widely-used-type connectors — would be a fairly simple and straightforward operation. You would be wrong.

The first computer store I went to said sorry, we're all out of Mac-to-non-Apple modem cables. The second had some mysterious cables in unmarked plastic bags that looked like they might be what I wanted, but the sales clerk was busy, and the whole joint looked too dubious to trust, so I left.

At the third store (actually, the Baby Bell outlet where I'd bought the Mac), the clerk rummaged through some back cabinets and came up with two cables. "I think if you put these together, it should work," she said. Then she added up the bill, and — when the cost, including a box of diskettes, climbed over $100 — I beat a hasty retreat.

"No problem," said the clerk at the fourth store. "We custom make them all the time. It'll take about three weeks and cost $60." Since the modem itself cost only $30, I declined her offer.

I was beginning to feel like I was the only person in the country who had ever thought of hooking a Mac to a non-Apple modem — like I was proposing a union unnatural to God and man alike.

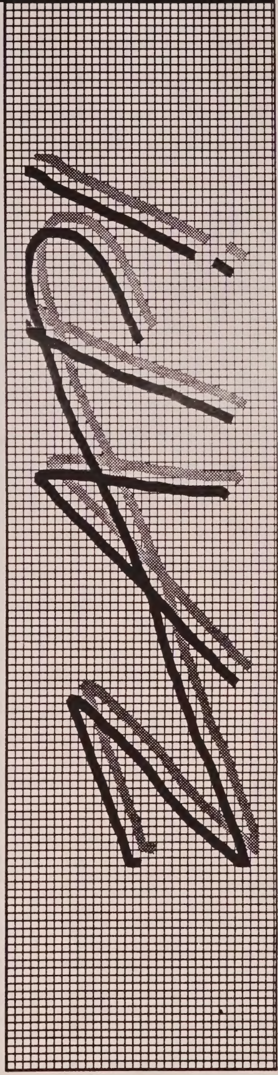
I decided to try the friendly computer store we use at the office. They sell both IBM-compatibles and Apple stuff, and — even though they're located in the next state — they've always been extremely helpful and considerate to both me and my boss.

They also had modem cables in plastic bags, but theirs were marked. "Mac 512 to Hayes" was the closest I could come up with, but the modem is definitely *not* Hayes, so I asked one of the friendly, helpful clerks.

"Sure, no problem," he said. "Just give me the pin assignments, and I'll make one up for you in my spare time. And, I'll charge you the same as the ones in the bag ($20)."

A week or so later, I eagerly sat down with my Mac, my modem, and my new, cheap, custom-made cable, ready to plug them together and finally get on line. But every time I pressed a key, a different character echoed back from the modem, and nothing from RRN seemed to be coming through.

Disappointed, I returned to the friendly, out-of-state



computer store and told the helpful clerk my problem. "Well," he said, "I don't know what the problem is. I know I wired the modem connector correctly."

At my suggestion, he gave me one of the off-the-shelf "512K to Hayes" cables to try. This one worked only slightly better. Things from RRN got through, but it was all garbled. Nothing I typed seemed to go anywhere.

I travelled again to the out-of-state computer store, this time taking the modem itself, along with both cables. The friendly clerk agreed to check them out and track down the problem.

Two weeks later, I finally called the out-of-state computer store, and the friendly clerk told me my modem worked fine. They hadn't tested it with a Mac, however.

Okay, I said; I'll bring in mine.

The frustration I had endured up to now was nothing, compared to what I experienced that morning. First the clerk couldn't find a phone line, then he couldn't find a phone that would dial properly. Then his tests consisted of simply hooking up one cable, then the other, and duplicating the same non-results I had gotten. Finally, he threw up his hands, declared he couldn't solve my problem, and gave me both cables and my money back.

In the end, all it took was a call to Apple to get the correct pin assignments for the Mac to confirm my suspicions that *that* was the end of the cable to suspect. A few moments with a screwdriver and needle-nosed pliers revealed that the off-the-shelf cable had wonderfully modular plugs with hard-wired pins that could be pulled out of the connector and repositioned, like plugs in a patch panel. Within minutes, I had made myself a cable with plugs whose pin assignments matched the Mac on one end and the modem on the other.

Guess what. It works.

Don't let anyone tell you you have to buy an expensive modem to participate in RRN. For that matter, don't let 'em scare you with high prices for computers, cables, or software. Affordable hardware and software *is* available, and we can provide it or help you find it. The Radio Resources Network is dedicated to making the benefits of computer networking *affordable* to everyone in public radio.

ZAP! is published monthly for public radio computer users published by the Radio Resources Network. Editor: Eric Buchter. To subscribe or to submit articles, write:

ZAP!
c/o Eric Buchter
143 North Washington Street, #4
Tarrytown, New York 10591

or send E-mail to #6594 on the Radio Resources Network.

The Radio Resources Network is a convenient and economical way to share ideas and information through computer communications.

RRN features AP News, NPR DACS, and the FCC Daily Digest, which can be captured by your computer for you to study or print out at your convenience. RRN also has forums on programming, management, and engineering, in which professionals share tips and debate current issues. The leading public radio organizations -- NFCB, SRG, PRIMA, RMPR, and SECA -— also have forums for their activities.

All you need to get started is a computer, a modem, a telephone line, and a communications software program. All these things can be obtained for less than $1,000.

RRN services are affordable, too. A one-time-only initiation fee of $39.95 gets you connected. From then on you are billed only 17 to 38 cents a minute, depending on the time of day (peak or off-peak) and the baud rate.

For more information, or to sign up, call RRN at 201-483-0770 or write:

Radio Resources Network
51 Clifton Avenue
Suite 1401
Newark, New Jersey 07104

KSMC

THE RADIO VOICE OF SAINT MARY'S COLLEGE

89.5 FM

24 HOUR STEREO

STUDIO REQUEST LINE
376-KSMC

GAEL SPORTS
ROCK MUSIC
NEWS/INFORMATION
CLASSICAL MUSIC
PUBLIC AFFAIRS
NEW AGE MUSIC
JAZZ

500
Chomy

SAINT MARY'S COLLEGE OF CALIFORNIA
P.O. BOX 223, MORAGA, CALIFORNIA 94575 (415) 376-4411 KSMC 89.5 FM

Federal Communications Commission
1919 M Street Room #709
Washington, D.C. 20554

January 9, 1981

Following is a transcription of the Pre and Post Filing Announcements and the dates and times these announcements were aired as required by section 1.580 of the FCC Rules and Regulations for the renewal of the station license for KSMC-FM (Associated Students of St. Mary's College of California).

Pre-Filing Announcement

Announcement:

"KSMC is licensed by the Federal Communications Commission to serve the public interest as a public trustee.

Our license will expire on December 31, 1980. We must file an application for license renewal with the FCC by August 1, 1980. When filed, a copy of this application will be available for public inspection during our regular business hours. It contains information concerning this station's performance during the last two years and projections of our programming during the next three years.

Individuals who wish to advise the FCC of facts relating to our renewal application and to whether this station has operated in the public interest should file comments and petitions with the Commission by November 1, 1980.

Further information concerning the Commission's broadcast license renewal process is available at the KSMC studios, located on the second floor of Ferrigerio Center at St. Mary's Colleg in Moraga. Further information may also be obtained from the Federal Communications Commission, Washington, D.C. 20554."

Dates and times of announcement:

May 1, 1980	1:30 PM	4:30 PM	June 1, 1980	1:30 PM	4:30 PM
May 16, 1980	4:30 PM	7:30 PM	June 16, 1980	4:30 PM	7:30 PM

Post-Filing Announcement

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Dates and times of announcements:

August 1, 1980	1:30 PM	4:30 PM
August 16, 1980	4:30 PM	7:30 PM
September 1, 1980	1:30 PM	4:30 PM
September 16, 1980	4:30 PM	7:30 PM
October 1, 1980	1:30 PM	4:30 PM
October 16, 1980	4:30 PM	7:30 PM

Sincereley,

Edward Tywoniak

Edward Tywoniak
Faculty Moderator, KSMC-FM

Ascertainment Study
KSMC-FM
St. Mary's College
Moraga, California

Current Coverage Area

KSMC-FM, with its transmitter power of ten watts, currently services the Saint Mary's College campus (approximately 800 residents over continual nine month period beginning in September and ending in May) and the following surrounding communities:

City	Population*
Moraga	15,000
Lafayette	21,000
Walnut Creek	54,000
Concord	103,000

*Figures shown are rounded to the nearest thousand and reflect preliminary U.S. census figures compiled in 1980.

Current Ascertainment Method

KSMC has performed several surveys assessing the approximate number of people being serviced by the programming currently being offered by KSMC. The surveying techniques used included written surveys handed out at various locations in the broadcast area (examples: St. Mary's College Student Commons, dormitory residence halls and cafeteria complex; Sun Valley Shopping Center, Concord; Tower Records, Concord; Main St. Shopping Area, Walnut Creek; Lafayette Shopping Center and the Moraga Shopping Center).

The amount of phone calls recieved during certain programming slots were also tallied as well as responses to special listener-interacted programming such as promotional give-aways and phone-in talk shows.

The information was gathered over a period of one year (January 1980 through January 1981) and the surveys were designed to compile data in the following areas:

(1) Amount of KSMC listeners
(2) Reactions to KSMC programming format
(3) Types of programming enjoyed in any radio station format
(4) Ways in which KSMC could better serve the individual as well as the public at large.

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MORAGA, CALIFORNIA 94575 (415) 376-4411 LIBRARY

Current Ascertainment Results

The combined results of our surveys are as follows:

(1) Approximately 2% of the combined populations of the above-mentioned communities are currently serviced by KSMC

(2) Almost all reactions to our programming were positive with negative feedback confined to radio listeners who are typically satisfied by standard commercial formats and are uninterested in non-commercial, educational broadcasting

(3) The programming areas most enjoyed by listeners of KSMC were sports broadcasts of intercollegiate athletic events involving St. Mary's College athletic teams; new music programs covering the following musical styles: a. contemporary classical b. jazz, c. new wave rock, d. reggae and e. experimental; the broadcast of public service and news programs covering political, environmental, medical, social and art/music topic areas; and community oriented programs covering local issues and events

(4) The programming areas that people fest they would like to see more of included more contemporary music and increased sports coverage of St. Mary's athletic events.

Programming Changes Based Upon Ascertainment Results

As a result of our survey data, the programming staff at KSMC is developing a programming format tailored to the needs of our listening audience that will be imlimented in the Fall of 1981. This programming format will be structured on our current format with an increase in the number of sports broadcasts (specifically in the areas of men's intercollegiate baseball and soccer and women's intercollegiate basketball and softball) and in the number of programs presenting contemporary experimental music. (Further information is available concerning music programs if requested.)

Future Ascertainment

KSMC is currently drafting survey proceedures to ascertain the programming needs of the communities that would be serviced by KSMC when the license is granted to raise transmitter power to the proposed level. This service area is as follows:

City	Population*
Pleasant Hill	25,000
Martinez	23,000
Combined unincorporated townships and cities	200,000

*Figures shown are rounded to the nearest thousand and reflect preliminary U.S. census figures compiled in 1980.

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KSMC 89.5 FM • P.O. Box 223 • St. Mary's College • Moraga, CA 94575

Office of the Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

November 26, 1979

To whom it may concern,

In compliance with Section 1.580 of the FCC's Rules and Regulations, KSMC-FM respectfully submits documentation of a "Public Notice" announcing to our listening audience the tendering to the Commission on September 25, 1979, an application and pertinent engineering documents requesting authorization to broadcast as a Class A radio facility. The "Public Notice" read as follows:

> KSMC-FM is a 10Watt, Class D radio facility, owned and operated by the Associated Students of St. Mary's College, Moraga, Ca, and transmitting on the assigned frequency of 89.5 MHz.
>
> KSMC has recently filed an application with The Federal Communications Commission in Washington, D.C. requesting permission to obtain a Construction Permit in order to raise our transmitter power from 10 Watts to 100 Watts. All appropriate information was tendered for filing on October 1, 1979.
>
> A copy of the application and all related materials are on file for public inspection during normal business hours at the KSMC offices located on the second floor of Ferrigerio Center in the center of the St. Mary's College campus.
>
> For more information you may contact us by phone at (415) 376-4411 ext. 252. Thank you for listening to KSMC.

The above "Public Notice" was broadcast on the following dates and times:

October 6, 1979	1600 Hrs. and 1800 Hrs.
October 7, 1979	1600 Hrs.
October 8, 1979	1600 Hrs. and 1730 Hrs.
October 9, 1979	1700 Hrs. and 1900 Hrs. and 2100 Hrs.
October 10, 1979	1220 Hrs. and 1900 Hrs. and 2100 Hrs.
October 11, 1979	1250 Hrs. and 1630 Hrs. and 1830 Hrs.
October 12, 1979	1230 Hrs. and 1700 Hrs. and 2200 Hrs.
~~October 13, 1979~~	1600 Hrs. and 1715 Hrs.
October 14, 1979	1210 Hrs.
October 15, 1979	1500 Hrs. and 1820 Hrs. and 2300 Hrs.

Sicnerely

Edward Tywoniak
Faculty Moderator, KSMC

SAINT MARY'S COLLEGE OF CALIFORNIA
MORAGA, CALIFORNIA 94575 (415) 376-4411 LIBRARY

Secretary Federal Communications Commission
1919 M Street N.W.
Washington D.C. 20554

April 6, 1981

To whom it may concern,

In July of 1979, The Associated Students of St. Mary's College of California submitted to the Federal Communications Commission an application to increase the rated transmitter power of KSMC-FM from its current ten watts to a proposed transmitter power of 100 watts. At that time, all exhibits were submitted including an engineering study assessing the feasibility of said proposal.

At the time this application was submitted, it wasn't understood on our part that a public ascertainment report was to accompany the included exhibits. In order to satisfy FCC rules and regulations regarding this ascertainment, the Associated Students of St. Mary's College of California respcetfully submit the following report.

Sincerely,

Edward Tywoniak

Edward Tywoniak
Faculty Moderator/Chief Engineer, KSMC-FM

Ascertainment Study
KSMC-FM
St. Mary's College
Moraga, California

Current Coverage Area

KSMC-FM, with its transmitter power of ten watts, currently services the Saint Mary's College campus (approximately 800 residents over continual nine month period beginning in September and ending in May) and the following surrounding communities:

City	Population*
Moraga	15,000
Lafayette	21,000
Walnut Creek	54,000
Concord	103,000

*Figures shown are rounded to the nearest thousand and reflect preliminary U.S. census figures compiled in 1980.

Current Ascertainment Method

KSMC has performed several surveys assessing the approximate number of people being serviced by the programming currently being offered by KSMC. The surveying techniques used included written surveys handed out at various locations in the broadcast area (examples: St. Mary's College Student Commons, dormitory residence halls and cafeteria complex; Sun Valley Shopping Center, Concord; Tower Records, Concord; Main St. Shopping Area, Walnut Creek; Lafayette Shopping Center and the Moraga Shopping Center).

The amount of phone calls recieved during certain programming slots were also tallied as well as responses to special listener-interacted programming such as promotional give-aways and phone-in talk shows.

The information was gathered over a period of one year (January 1980 through January 1981) and the surveys were designed to compile data in the following areas:

(1) Amount of KSMC listeners
(2) Reactions to KSMC programming format
(3) Types of programming enjoyed in any radio station format
(4) Ways in which KSMC could better serve the individual as well as the public at large.

Current Ascertainment Results

The combined results of our surveys are as follows:

(1) Approximately 2% of the combined populations of the above-mentioned communities are currently serviced by KSMC

(2) Almost all reactions to our programming were positive with negative feedback confined to radio listeners who are typically satisfied by standard commercial formats and are uninterested in non-commercial, educational broadcasting

(3) The programming areas most enjoyed by listeners of KSMC were sports broadcasts of intercollegiate athletic events involving St. Mary's College athletic teams; new music programs covering the following musical styles: a. contemporary classical b. jazz, c. new wave rock, d. reggae and e. experimental; the broadcast of public service and news programs covering political, environmental, medical, social and art/music topic areas; and community oriented programs covering local issues and events

(4) The programming areas that people fest they would like to see more of included more contemporary music and increased sports coverage of St. Mary's athletic events.

Programming Changes Based Upon Ascertainment Results

As a result of our survey data, the programming staff at KSMC is developing a programming format tailored to the needs of our listening audience that will be imlimented in the Fall of 1981. This programming format will be structured on our current format with an increase in the number of sports broadcasts (specifically in the areas of men's intercollegiate baseball and soccer and women's intercollegiate basketball and softball) and in the number of programs presenting contemporary experimental music. (Further information is available concerning music programs if requested.)

Future Ascertainment

KSMC is currently drafting survey proceedures to ascertain the programming needs of the communities that would be serviced by KSMC when the license is granted to raise transmitter power to the proposed level. This service area is as follows:

City	Population*
Pleasant Hill	25,000
Martinez	23,000
Combined unincorporated townships and cities	200,000

*Figures shown are rounded to the nearest thousand and reflect preliminary U.S. census figures compiled in 1980.

PS Form 3811, Jan. 1979

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Add your address in the "RETURN TO" space on reverse.

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(CONSULT POSTMASTER FOR FEES).

2. ARTICLE ADDRESSED TO:

Mr. Gilbert De Jesus Federal
Communications Commission FM Branch
Rm 342E 1919 M St. NW.
Washington, D.C. 20554

WASHINGTON, D.C. MAY 29 1981

3. ARTICLE DESCRIPTION:

REGISTERED NO.	CERTIFIED NO.	INSURED NO.
	9456721	

(Always obtain signature of addressee or agent)

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SIGNATURE ☐Addressee ☐Authorized agent

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- Attach to front of article if space permits, otherwise affix to back of article.
- Endorse article "Return Receipt Requested" adjacent to number.

RETURN TO

Ed Tywoniak S.M.C
(Name of Sender)

KSMC P.O. Box 223
(Street or P.O. Box)

Moraga CA 94575
(City, State, and ZIP Code)

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20554

July 1, 1981

IN REPLY REFER TO:

8920-DOB

Edward Tywoniak
P.O. Box 223
St. Mary's College
Morage, California 94575

In Re: Associated Students of
St. Mary's College of Ca.
Morage, California
BPED-790928AC

Dear Mr. Tywoniak:

This is in reference to your application (File No. BPED-790928AC) for a construction permit for a new noncommercial educational FM broadcast Station to be operated on 89.5 megahertz (Channel 208) at Morage, California.

As you know, the portion of the FM band from 88 to 92 megahertz is reserved for noncommercial educational FM broadcast stations. Because of the immediate adjacency of television channel 6 (82-88 megahertz) to the educational FM band, interference may result to reception of channel 6 television signals in an area near the educational FM station. Usually, this adjacent channel interference is the result of television receiver selectivity characteristics rather than direct interference to the television signals. Nevertheless, in certain situations, the interference potential can be considerable, and substantial effort may be required to remedy affected television receivers or television signal reception systems.

The transmitter site specified in the outstanding construction permit is within an area where it appears that the signals of television broadcast Station KVIE-TV Channel 6, Sacramento, California are normally received.

However, it does not appear that this presents an insurmountable problem, and thus did not represent an impediment to grant of your application. Even so, the possibility that interference may develop cannot be discounted, and you should become aware of the technical aspects involved in correcting interference problems, should they arise.

The Commission has published a handbook entitled "How to Identify and Resolve Radio-TV Interference Problems"; one copy is enclosed. You should pay particular attention to pages 3 and 8. Page 3 includes a color photograph of what the television picture will look like if interference does occur. You may also wish to obtain additional copies to distribute to those filing complaints.

Also enclosed you will find a copy of a public notice released by the Commission on September 1, 1967, which discusses FM interference to television reception. This public notice provides basic information concerning this problem and on page 2 specifies certain procedures which must be fulfilled before action will be taken upon an application filed for a station license. Note that items 1 through 4 of page 2 of the notice should be accomplished prior to filing your application for license and request for program test authority. Issuance of a program test authorization will be contingent upon the application for license including an acceptable statement or showing as to the nature of interference to television reception experienced, if any, during equipment tests and what corrective measures were taken to alleviate the interference. Pursuant to item 5 of the notice, this should also include the steps taken to anticipate legitimate complaints of interference to television reception when regular program operation commences.

Upon grant of program test authority, you will be expected to maintain a record of each complaint received whether by telephone or in writing. In receiving interference complaints, you should obtain the information required in the prototype form on pages 30 and 31 of the handbook. Your record should also include your determination of what action was required to resolve the problem and a specific indication as to whether or not the complaint has been resolved. If the complaint has not been resolved, the record should indicate why not. Complaints received directly by the Commission will be referred to you for investigation and you will be requested to prepare and submit a report of your findings to the Commission.

In accomplishing and implementing this policy, it is imperative that all non-technical members of the station's staff be thoroughly instructed in how to accept complaints of this type for transmittal to technical staff members for follow up. In a similar manner, it is your responsibility to ascertain that technical staff members have a full understanding of the various factors which can cause the impaired reception of television signals.

Sincerely,

H. John Morgan
Chief, FM Branch
Broadcast Facilities Division
Broadcast Bureau

Enclosures

FCC Form 340 | FEDERAL COMMUNICATIONS COMMISSION | Section V-B

FM ENGINEERING DATA	Name of applicant Associated Students of Saint Mary's College of California	FOR COMMISSION USE ONLY File No.

1. Purpose of authorization applied for:

☐ Construct a new station ☒ Make changes in authorized radio station

If this is not for a new station, summarize briefly the nature of the changes proposed.

Increase power to 100 W. ERP Class A facility.

2. Facilities requested

Frequency 89.5 MHz, Ch. 208	Transmitter power output 0.107 kW (-9.70 dBk)

3. Proposed transmitter location No Change

State California	County Contra Costa	City Moraga

Street Address (or other identification)

Augustine Hall
St. Mary's College
Moraga, California 94575

Remote control point location

State California	City or town Moraga

Street Address (or other identification)

Student Union - Ferrigerrio Center
St. Mary's College

4. Proposed location of main studio No Change

State California	County Contra Costa
City or town Moraga	Street Address Student Union Ferrigerrio Center St. Mary's College

Other studios proposed

None

5. Transmitter

Make General Electric

Type No. BT-1-A	Rated Power 0.25 kW

(If the above transmitter has not been accepted for licensing by the F.C.C., attach as Exhibit No. -- a complete showing of transmitter details. Showing should include schematic diagram and full details of frequency control. If changes are to be made in licensed transmitter include schematic diagram and give full details of change.)

6. Transmission line proposed to supply power to the antenna from the transmitter

Make Andrew	Type No. FHJ5-50A	Description Heliax
Size (nominal transverse dimension) in inches 7/8"	Length in feet 80	Rated efficiency in percent for this length 93.3 (-0.30 dB)

7a. Antenna structure

Is the proposed construction in the immediate vicinity or does it serve to modify the construction of any standard broadcast station, FM broadcast station, television broadcast station, or other class of radio station? ☐ Yes ☒ No

If "Yes", attach as Exhibit No. -- complete engineering data thereon.

Submit as Exhibit No. * a vertical plan sketch for the proposed total structure (including supporting building if any) giving heights above ground in feet for all significant features.

Overall height in feet above ground. (Without obstruction lighting) 62	Overall height in feet above mean sea level. (Without obstruction lighting) 673
Overall height in feet above ground. (With obstruction lighting) No lighting	Overall height in feet above mean sea level. (With obstruction lighting) proposed

Height of antenna radiation center in feet above mean sea level.
673

Geographical Coordinates of Antenna (To nearest second)

North Latitude ° ' " 37° 50' 25"	West Longitude ° ' " 122° 06' 36"

b. Antenna data

Make Scala Radio Co. 5 element Yagi	Type No. or description CA5-150	No. of sections 1
Effective free space field intensity at one mile in mv/m for one kilowatt antenna input power 389.2	Antenna field gain 2.83	Antenna power gain 8.0

Is horizontal polarization proposed? ☒ Yes ☐ No
If "No", attach as Exhibit No. -- complete engineering data on the antenna and the effective radiated power proposed.

Is directional antenna proposed? ☒ Yes ☐ No
If "Yes", attach as Exhibit No. * complete engineering data thereon.

8. If this is a major environmental action submit as Exhibit No. -- a sufficient number of aerial photographs taken in clear weather at appropriate altitudes and angles to show the nature of the surrounding terrain in the vicinity of the proposed transmitter site. The photographs must be marked so as to show compass directions. Photographs taken in eight different directions from an elevated position on the ground will be acceptable in lieu of the aerial photographs if the area can be clearly shown. Give date photographs were taken.

*See attached Engineering Statement

9. Proposed Operation

Transmitter power output in kilowatts 0.107 (-9.70 dBk)	Power dissipation within transmission line in kilowatts .007 (-0.30 dBk)
Antenna input power in kilowatts 0.100 (-10.00 dBk)	Effected radiated power in kilowatts .800 (-0.97 dBk)

10. Modulation monitor

Make Time & Frequency Technology Inc.	Type No. 763

11. (a) Attach as Exhibit * a map(s) (topographic where obtainable, such as U. S. Geological Survey quadrangles) within 15 miles of the proposed transmitter location. In addition the following will be indicated:

(1) Proposed transmitter and main studio locations accurately plotted;

(2) Transmitter location and call letters of all known radio stations (except amateur) and the location of established commercial and government receiving stations within 2 miles of the proposed transmitter location;

(3) Character of the area within 2 miles of transmitter location, suitably designated as to residential, business, industrial, and rural nature;

(4) At least eight radials each extending to a distance of ten or more miles from the proposed transmitter location.

(b) Attach as Exhibit No.* profile graphs for the radials in a (4) above. Each graph shall show the elevation of the antenna radiation center. Identify each graph by its bearing from the proposed transmitter location. Direction true north shall be zero azimuth and angles measured clockwise. Show source of topographical data on each. Show scale of miles.

12. From the profile graphs in 11(b), for the eight mile distance between two and ten miles from the proposed transmitter location, and in accordance with the procedure prescribed in Section 73.313 of the Commission's Rules, supply the following tabulation of data: (If proposed location is adjacent to the sea coast or the Great Lakes omit from this tabulation all radials which lie over water substantially the entire distance between two miles from the proposed transmitter location and the predicted 50 microvolt per meter contour.)

Radial bearing (degrees true)	Average elevation of radial (2-10 mi.) in feet above mean sea level	Height in feet of antenna radiation center above average elevation of radial (2-10-mi.)	Predicted distance in miles to the 3.16 mV/m contour	Predicted distance in miles to the 1 mV/m contour
0 °	498 feet	175 feet	4.0 mi.	7.1 mi.
45	351	322	5.1	9.2
90	690	-17	1.4	2.5
135	1025	-352	1.4	2.5
180	535	138	1.8	3.1
225	350	323	2.7	4.0*
270	585	88	1.4	2.5
315	710	-37	1.4	2.5

Antenna height above average terrain 80 feet
(Average of above listed heights)

13. Environmental statement, See Part 1, Subpart I of the rules.

Would a Commission grant of your application be a major action as defined by Section 1.1305 of the Commission's Rules?

☐ YES If yes, submit as Exhibit No. the required statement in accordance with Section 1.1311 of the Commission's Rules.

☒ NO If no, explain briefly.

No change in physical structures.

I certify that I represent the applicant in the capacity indicated below and that I have examined the foregoing statement of technical information and that it is true to the best of my knowledge and belief.

Date July 13, 1979

Hammett & Edison, Inc.
Signature F. Paul Monaco
(Check appropriate box)

☐ Technical Director ☐ Chief Operator
☐ Registered Professional Engineer ☐ Other (specify)
☒ Consulting Engineer

Address Box 68 International Airport
(Include ZIP Code)
San Francisco, California 94128

Telephone No. (415) 342-5208
(Area Code)

*See attached Engineering Statement

ASSOCIATED STUDENTS OF
SAINT MARY'S COLLEGE OF CALIFORNIA

APPLICATION FOR CONSTRUCTION PERMIT TO INCREASE POWER

FM STATION KSMC
MORAGA, CALIFORNIA

July 13, 1979

Hammett & Edison, Inc.
Consulting Engineers
San Francisco

FM STATION KSMC
MORAGA, CALIFORNIA

ENGINEERING STATEMENT OF F. PAUL MONACO

The firm of Hammett & Edison, Inc., Consulting Engineers, has been retained by the Associated Students of Saint Mary's College of California, licensee of educational FM Station KSMC located at Saint Mary's College in Moraga, California, to prepare the engineering portion of an application for construction permit to increase power.

EXISTING CONDITIONS

Station KSMC presently operates in accordance with its authorization BLED-1316 as a Class D educational FM station on Channel 208, 89.5 MHz, with a transmitter output power of 10 watts. KSMC utilizes a horizontally-polarized directional antenna, mounted on a 20-foot guyed steel pole located atop Augustine Hall on the Saint Mary's College campus.

PROPOSED CONDITIONS

It is proposed to increase power on Channel 208 to a Class A facility with a main lobe effective radiated power of 800 watts at an effective antenna height of 80 feet above average terrain.

ALLOCATION CONDITIONS

I have performed an allocation study to determine the effect of operation at the proposed power level and to determine whether the present Channel 208 represents the most desirable channel for use with increased power at the KSMC site. The primary constraints on the use of various other channels are:

Channel	Potential Interference Condition
201-206	KSMC site located within 1.0 mV/m contour of KQED-FM, Channel 206, San Francisco.
207	Station KPFB, Channel 207, Berkeley, located nearer to KSMC than Station KPOO, Channel 208, San Francisco.
208	No problems, based on studies described herein.
209	KSMC site located within 0.1 mV/m contour of Station KFJC, Channel 209, Los Altos.

Channel	Potential Interference Condition
210	KSMC site located within 0.1 mV/m contour of Station KANG, Channel 210, Angwin.
211	KSMC site located within 0.1 mV/m contour of Station KZSU, Channel 211, Stanford.
212	KSMC site located within 0.1 mV/m contour of Station KUSF, Channel 212, San Francisco.
213-219	KSMC site located within 1.0 mV/m contour of Station KCSM, Channel 216, San Mateo.
216-220	KSMC site located within 1.0 mV/m contour of Station KALW, Channel 219, San Francisco.

After careful examination of the allocation conditions affecting each channel, I have concluded that operation at increased power on Channel 208, the present channel, would be acceptable and that no other channel would provide improved conditions.

An examination of the attached maps and terrain profiles shows a ridge of hills running between Station KSMC and the San Francisco Bay. In addition to terrain profiles for the eight standard radials, profiles are included herein from KSMC to cochannel Station KPOO in San Francisco, on radial N 258.9° E, and to first adjacent channel Station KPFB in Berkeley, on radial N 283.1° E, both of which also show the ridge. Calculations were performed to determine the effective loss in KSMC signal strength due to diffraction over this ridge. The method of calculation used is taken from the National Bureau of Standards Publication, Technical Note No. 101, "Transmission Loss Predictions for Tropospheric Communications Circuits" by P. L. Rice, A. G. Longly, K. A. Norton and N. A. Barsis. This method provides for the computation of the diffraction of radio waves over rounded obstacles and has been used by Hammett & Edison in numerous showings since 1969. The method allows successive obstructions to be treated by considering the space above the first obstruction as a source of radiation for the second obstruction, and then summing the computed losses. The diffraction loss is subtracted from the value of field strength which would have existed in the area if the obstructions had not been present.

An examination of the various pertinent profiles shows that there are a succession of several obstructions between KSMC and the Bay Area on each radial. To simplify the analysis, I have performed calculations using only the high point of the ridge as a single obstructing object. This approach is conservative with respect to projecting interfering fields, since the use of additional obstructions in any path would result in still lower calculated fields. The data for the various radials, including the

resulting diffraction losses, are shown in an attached figure. The calculations show that the ridge is the effective limit of the 0.1 mV/m and 0.5 mV/m contours of KSMC toward the Bay Area, and further show that the pertinent contours of Stations KPOO and KPFB toward KSMC are similarly limited by the same ridge. The attached interference studies are based on these results.

The results of the allocation and interference studies, which considered all appropriate cochannel and adjacent-channel stations in accordance with pertinent FCC Rules, are shown on the attached figures. For all Class D stations, an assumed 20-watt effective radiated power at a height of 100 feet was used unless actual coverage data was available. For all other stations, contour projections were based on material on file with the FCC.

PROPOSED DIRECTIONAL ANTENNA

Conditions on construction permits, requiring demonstration of directional patterns, are pertinent for a new antenna with unknown service conditions. Because the antenna proposed herein is unchanged from that presently operating at Station KSMC, it is requested that no conditions be placed on the construction permit relative to this antenna. In support of this request, the following information and considerations are provided:

1. The antenna to be used is already existing and in place and has been operating satisfactorily for several years. There are no known service complaints attributable to antenna operation.
2. It would be impractical to make meaningful field measurements to demonstrate the pattern of the in-place antenna due to the unusually hilly terrain surrounding the transmitter site.
3. It would be impractical and inconvenient to remove the antenna from its mounting and perform measurements on a test range due to the lost air time that would result.
4. The proposed pattern, used for all interference calculations, assumes no nulls deeper than 15 dB, so excessive null depth is not required for protection of any station.
5. A typical measured pattern of an antenna of this type, as provided by the manufacturer's literature, is included herein.
6. The antenna installation was designed for a main lobe azimuth of N 20° E. The correct pointing of the antenna has been recently verified by a licensed surveyor, and a copy of the surveyor's statement is attached hereto. The proposed patterns shown in this application use observed azimuth as the center line of the pattern.

The typical measured pattern included herein shows nulls located generally at 90° either side of the main beam, resulting from the general nature of this type of antenna, which are deeper than 15 dB. It is expected that a specific installed antenna in a real environment would have far-field nulls of lesser depth, with the azimuth of the null minima being different for each specific antenna and installation. Because the proposed operation does not rely on nulls for protection of any other station, the pattern proposed herein does not specify nulls deeper than 15 dB at any azimuth. While it is possible that the existing installed antenna has nulls deeper than 15 dB, such nulls are not believed to be a problem for the following reasons:

1. There are no known complaints of multipath problems in any area served by KSMC.
2. The main lobe of the antenna points directly toward the opening of the valley in which the transmitter site is located, such that there is no major reflecting surface in the main lobe.
3. Due to the nature of the valley, the areas directly to the two sides of the antenna contain minimal population. The major service areas of the station are the city of Moraga, located directly in the back lobe of the antenna, and the cities of Walnut Creek, Pleasant Hill, and Concord, which are located at the open end of the valley directly in the main lobe of the antenna.

For the various reasons cited above, it is concluded that the existing antenna, which will be unchanged as a result of a grant of this application, is operating satisfactorily, is correctly pointed, and is providing satisfactory signal quality throughout the service area. It is not believed that the public interest would be served by requiring further demonstration of these characteristics by educational FM Station KSMC as a condition of a grant of this application. If any condition discussed herein requires a waiver of any FCC Rule, such a waiver is hereby requested.

PROPOSED COVERAGE

The location of the pertinent field strength contours for the proposed operation have been determined in accordance with the applicable FCC Rules. The height of the average terrain in eight standard directions has been determined from USGS topographic quadrangles. An effective antenna height of 100 feet was assumed in determining the distance to the coverage contours in those directions where height above average terrain was negative or less than 100 feet. The area within two miles of the transmitter is shown in an attached figure.

LIST OF FIGURES

The following attached figures have been prepared by me or under my direct supervision:

1. Engineering specifications of proposed operation
2. Data and graphs describing proposed antenna operation
3. Map of vicinity of proposed operation
4. Maps showing terrain around proposed transmitter site
5. Graphs showing terrain profiles
6. Tabulation of terrain and coverage data
7. Map showing proposed coverage
8. Data, tabulations, and maps showing allocation conditions
9. Data describing existing antenna system.

HAMMETT & EDISON, INC.
Consulting Engineers

F Paul Monaco

F. Paul Monaco

July 13, 1979

AFFIDAVIT

State of California)
) ss:
County of San Mateo)

F. Paul Monaco, being first duly sworn upon oath, deposes and says:

1. That he is a qualified engineer and a principal in the firm of Hammett & Edison, Inc., Consulting Engineers, with offices located near the city of San Francisco, California,

2. That he graduated from the University of Portland in 1958, received a Master of Science Degree in Electrical Engineering from Stanford University in 1960, was a Research Assistant in the Stanford Radioscience Laboratory from 1959 to 1961, was employed by the Philco Western Development Laboratories in various engineering capacities from 1961 through 1969, and has been associated with the firm of Hammett & Edison since 1969,

3. That the firm of Hammett & Edison, Inc., Consulting Engineers, has been retained by the Associated Students of Saint Mary's College of California, licensee of educational FM Station KSMC located at Saint Mary's College in Moraga, California, to prepare the engineering portion of an application for construction permit to increase power,

4. That he has carried out such engineering work and the results thereof are attached hereto and form a part of this affidavit, and

5. That the foregoing statement and the report regarding the aforementioned engineering work are true and correct of his own knowledge, except such statements therein made on information and belief, and as to such statements he believes them to be true.

F. Paul Monaco

Subscribed and sworn to before me this 13th day of July, 1979

ORIGINAL COPY NOTARIZED

FM STATION KSMC
MORAGA, CALIFORNIA

ENGINEERING SPECIFICATIONS OF PROPOSED OPERATION

A. Transmitter Location

North Latitude	37° 50' 25"
West Longitude	122° 06' 36"

Augustine Hall, Saint Mary's College, Moraga, California

B. Studio and Remote Control Location

Student Union Building - Ferrigerrio Center, Saint Mary's College, Moraga, California

C. Equipment

Transmitter	General Electric, Type BT-1 A	250 W
Transmission line	Andrew, Type FHJ5-50A, 7/8" foam Heliax	80 ft
Tower	Steel pole, guyed, atop Augustine Hall	20 ft
Antenna	Scala, Type CA5-150	1 bay

D. Height

Height of site above mean sea level	611 ft
Height of building and tower above site	62 ft
Overall height above mean sea level	673 ft
Effective height of antenna above site	62 ft
Effective height of antenna above mean sea level	673 ft
Elevation of average terrain above mean sea level	593 ft
Effective height of antenna above average terrain	80 ft

E. Operation

Frequency	89.5 MHz
Channel	208A
Transmitter power output	- 9.70 dBk (107 W)
Transmission line loss	0.30 dB (93.3%)
Power input to antenna	-10.00 dBk (100.0 W)
Antenna power gain, main lobe	9.03 dB (8.0)
Effective radiated power, main lobe	- 0.97 dBk (800 W)

Hammett & Edison, Inc.
Consulting Engineers

790608

FIGURE 1

FCC Form 340 | FEDERAL COMMUNICATIONS COMMISSION | Section V-B

FM ENGINEERING DATA	Name of applicant Associated Students of Saint Mary's College of California	FOR COMMISSION USE ONLY File No.

1. Purpose of authorization applied for:

☐ Construct a new station ☒ Make changes in authorized radio station

If this is not for a new station, summarize briefly the nature of the changes proposed.

Increase power to 100 W. ERP Class A facility.

2. Facilities requested

Frequency 89.5 MHz, Ch. 208	Transmitter power output 0.107 kW (-9.70 dBk)

3. Proposed transmitter location No Change

State California	County Contra Costa	City Moraga

Street Address (or other identification)

Augustine Hall
St. Mary's College
Moraga, California 94575

Remote control point location

State California	City or town Moraga

Street Address (or other identification)

Student Union - Ferrigerrio Center
St. Mary's College

4. Proposed location of main studio No Change

State California	County Contra Costa
City or town Moraga	Street Address Student Union Ferrigerrio Center St. Mary's College

Other studios proposed

None

5. Transmitter

Make General Electric

Type No. BT-1-A	Rated Power 0.25 kW

(If the above transmitter has not been accepted for licensing by the F.C.C., attach as Exhibit No. -- a complete showing of transmitter details. Showing should include schematic diagram and full details of frequency control. If changes are to be made in licensed transmitter include schematic diagram and give full details of change.)

6. Transmission line proposed to supply power to the antenna from the transmitter

Make Andrew	Type No. FHJ5-50A	Description Heliax
Size (nominal transverse dimension) in inches 7/8"	Length in feet 80	Rated efficiency in percent for this length 93.3 (-0.30 dB)

7a. Antenna structure

Is the proposed construction in the immediate vicinity or does it serve to modify the construction of any standard broadcast station, FM broadcast station, television broadcast station, or other class of radio station? ☐ Yes ☒ No
If "Yes", attach as Exhibit No. -- complete engineering data thereon.

Submit as Exhibit No. * a vertical plan sketch for the proposed total structure (including supporting building if any) giving heights above ground in feet for all significant features.

Overall height in feet above ground. (Without obstruction lighting) 62	Overall height in feet above mean sea level. (Without obstruction lighting) 673
Overall height in feet above ground. (With obstruction lighting) No lighting	Overall height in feet above mean sea level. (With obstruction lighting) proposed

Height of antenna radiation center in feet above mean sea level.
673

Geographical Coordinates of Antenna (To nearest second)

North Latitude ° ' " 37° 50' 25"	West Longitude ° ' " 122° 06' 36"

b. Antenna data

Make Scala Radio Co. 5 element Yagi	Type No. or description CA5-150	No. of sections 1
Effective free space field intensity at one mile in mv/m for one kilowatt antenna input power 389.2	Antenna field gain 2.83	Antenna power gain 8.0

Is horizontal polarization proposed? ☒ Yes ☐ No
If "No", attach as Exhibit No. -- complete engineering data on the antenna and the effective radiated power proposed.

Is directional antenna proposed? ☒ Yes ☐ No
If "Yes", attach as Exhibit No. * complete engineering data thereon.

8. If this is a major environmental action submit as Exhibit No. -- a sufficient number of aerial photographs taken in clear weather at appropriate altitudes and angles to show the nature of the surrounding terrain in the vicinity of the proposed transmitter site. The photographs must be marked so as to show compass directions. Photographs taken in eight different directions from an elevated position on the ground will be acceptable in lieu of the aerial photographs if the area can be clearly shown. Give date photographs were taken.

*See attached Engineering Statement

FCC Form 340 ENGINEERING DATA Section V-B, page 2

9. Proposed Operation

Transmitter power output in kilowatts 0.107 (-9.70 dBk)	Power dissipation within transmission line in kilowatts .007 (-0.30 dBk)
Antenna input power in kilowatts 0.100 (-10.00 dBk)	Effected radiated power in kilowatts .800 (-0.97 dBk)

10. Modulation monitor

Make Time & Frequency Technology Inc.	Type No. 763

11. (a) Attach as Exhibit * a map(s) (topographic where obtainable, such as U. S. Geological Survey quadrangles) within 15 miles of the proposed transmitter location. In addition the following will be indicated:

(1) Proposed transmitter and main studio locations accurately plotted;

(2) Transmitter location and call letters of all known radio stations (except amateur) and the location of established commercial and government receiving stations within 2 miles of the proposed transmitter location;

(3) Character of the area within 2 miles of transmitter location, suitably designated as to residential, business, industrial, and rural nature;

(4) At least eight radials each extending to a distance of ten or more miles from the proposed transmitter location.

(b) Attach as Exhibit No.* profile graphs for the radials in a (4) above. Each graph shall show the elevation of the antenna radiation center. Identify each graph by its bearing from the proposed transmitter location. Direction true north shall be zero azimuth and angles measured clockwise. Show source of topographical data on each. Show scale of miles.

12. From the profile graphs in 11(b), for the eight mile distance between two and ten miles from the proposed transmitter location, and in accordance with the procedure prescribed in Section 73.313 of the Commission's Rules, supply the following tabulation of data: (If proposed location is adjacent to the sea coast or the Great Lakes omit from this tabulation all radials which lie over water substantially the entire distance between two miles from the proposed transmitter location and the predicted 50 microvolt per meter contour.)

Radial bearing (degrees true)	Average elevation of radial (2-10 mi.) in feet above mean sea level	Height in feet of antenna radiation center above average elevation of radial (2-10-mi.)	Predicted distance in miles to the 3.16 mV/m contour	Predicted distance in miles to the 1 mV/m contour
0 0	498 feet	175 feet	4.0 mi.	7.1 mi.
45	351	322	5.1	9.2
90	690	-17	1.4	2.5
135	1025	-352	1.4	2.5
180	535	138	1.8	3.1
225	350	323	2.7	4.0*
270	585	88	1.4	2.5
315	710	-37	1.4	2.5

Antenna height above average terrain 80 feet

(Average of above listed heights)

13. Environmental statement, See Part 1, Subpart I of the rules.

Would a Commission grant of your application be a major action as defined by Section 1.1305 of the Commission's Rules?

☐ YES If yes, submit as Exhibit No. the required statement in accordance with Section 1.1311 of the Commission's Rules.

☒ NO If no, explain briefly.

No change in physical structures.

I certify that I represent the applicant in the capacity indicated below and that I have examined the foregoing statement of technical information and that it is true to the best of my knowledge and belief.

Date July 13, 1979

Hammett & Edison, Inc.

Signature F. Paul Monaco

(Check appropriate box)

☐ Technical Director ☐ Chief Operator

☐ Registered Professional Engineer ☐ Other (specify)

☒ Consulting Engineer

Address Box 68 International Airport
(Include ZIP Code)
San Francisco, California 94128

Telephone No. (415) 342-5208
(Area Code)

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MORAGA, CALIFORNIA 94575 (415) 376-4411 LIBRARY

Secretary Federal Communications Commission
1919 M Street N.W.
Washington D.C. 20554

April 6, 1981

To whom it may concern,

In July of 1979, The Associated Students of St. Mary's College of California submitted to the Federal Communications Commission an application to increase the rated transmitter power of KSMC-FM from its current ten watts to a proposed transmitter power of 100 watts. At that time, all exhibits were submitted including an engineering study assessing the feasibility of said proposal.

At the time this application was submitted, it wasn't understood on our part that a public ascertainment report was to accompany the included exhibits. In order to satisfy FCC rules and regulations regarding this ascertainment, the Associated Students of St. Mary's College of California respcetfully submit the following report.

Sincerely,

Edward Tywoniak

Edward Tywoniak
Faculty Moderator/Chief Engineer, KSMC-FM

Ascertainment Study
KSMC-FM
St. Mary's College
Moraga, California

Current Coverage Area

KSMC-FM, with its transmitter power of ten watts, currently services the Saint Mary's College campus (approximately 800 residents over continual nine month period beginning in September and ending in May) and the following surrounding communities:

City	Population*
Moraga	15,000
Lafayette	21,000
Walnut Creek	54,000
Concord	103,000

*Figures shown are rounded to the nearest thousand and reflect preliminary U.S. census figures compiled in 1980.

Current Ascertainment Method

KSMC has performed several surveys assessing the approximate number of people being serviced by the programming currently being offered by KSMC. The surveying techniques used included written surveys handed out at various locations in the broadcast area (examples: St. Mary's College Student Commons, dormitory residence halls and cafeteria complex; Sun Valley Shopping Center, Concord; Tower Records, Concord; Main St. Shopping Area, Walnut Creek; Lafayette Shopping Center and the Moraga Shopping Center).

The amount of phone calls recieved during certain programming slots were also tallied as well as responses to special listener-interacted programming such as promotional give-aways and phone-in talk shows.

The information was gathered over a period of one year (January 1980 through January 1981) and the surveys were designed to compile data in the following areas:

(1) Amount of KSMC listeners
(2) Reactions to KSMC programming format
(3) Types of programming enjoyed in any radio station format
(4) Ways in which KSMC could better serve the individual as well as the public at large.

Current Ascertainment Results

The combined results of our surveys are as follows:

(1) Approximately 2% of the combined populations of the above-mentioned communities are currently serviced by KSMC

(2) Almost all reactions to our programming were positive with negative feedback confined to radio listeners who are typically satisfied by standard commercial formats and are uninterested in non-commercial, educational broadcasting

(3) The programming areas most enjoyed by listeners of KSMC were sports broadcasts of intercollegiate athletic events involving St. Mary's College athletic teams; new music programs covering the following musical styles: a. contemporary classical b. jazz, c. new wave rock, d. reggae and e. experimental; the broadcast of public service and news programs covering political, environmental, medical, social and art/music topic areas; and community oriented programs covering local issues and events

(4) The programming areas that people fest they would like to see more of included more contemporary music and increased sports coverage of St. Mary's athletic events.

Programming Changes Based Upon Ascertainment Results

As a result of our survey data, the programming staff at KSMC is developing a programming format tailored to the needs of our listening audience that will be imlimented in the Fall of 1981. This programming format will be structured on our current format with an increase in the number of sports broadcasts (specifically in the areas of men's intercollegiate baseball and soccer and women's intercollegiate basketball and softball) and in the number of programs presenting contemporary experimental music. (Further information is available concerning music programs if requested.)

Future Ascertainment

KSMC is currently drafting survey proceedures to ascertain the programming needs of the communities that would be serviced by KSMC when the license is granted to raise transmitter power to the proposed level. This service area is as follows:

City	Population*
Pleasant Hill	25,000
Martinez	23,000
Combined unincorporated townships and cities	200,000

*Figures shown are rounded to the nearest thousand and reflect preliminary U.S. census figures compiled in 1980.

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July 17, 1979

To Whom it May Concern

I have located the radio transmission aerial at St. Mary's college by an accurate survey based on Contra Costa County control Monuments.

The aerial is located at Latitude 37° 50' 25".39 North Longitude 122° 06' 36".44 West and is directed 20° East of True north.

Larry R. Bryant
Larry R. Bryant
L.S. 3388.

given close attention by licensees.

HOW TO KNOW WHAT BELONGS IN A PUBLIC INSPECTION FILE

Often stations overlook this FCC regulation.
Here's a list of what to include and what to leave out.

By Robert Olender

Many times station owners or managers become so involved in the day-to-day ordeals that they neglect to insure the complete maintenance of the Federal Communications Commission's required local public inspection file. The Commission requires that each broadcast licensee maintain a local public inspection file containing information about the operation of the station for the use of its listeners. There appears to be considerable confusion and/or misunderstanding of the required contents of these files.

The public inspection file may be maintained either at your main studio, or at any accessible place, provided that it is within your community of license. It must be made available to the public at any time during regular business hours. At one time, the rule required an appointment be made to inspect the file. The FCC has since modified the rules somewhat, requiring that you make the file available to any person presenting proper identification during regular business hours without any advance notice being required.

The public can machine-copy the material in the public file. The licensee can select the location for making copies and must fulfill the request within a reasonable time, but in no event greater than seven days.

Olender: "This is an area where FCC inspectors first start an inquiry and where stations will find themselves most vulnerable for a fine or sanction."

The required retention periods for items in the file range from two to seven years. The licensee must maintain: 1) the material showing requests for time by or for candidates for public office; 2) the disposition of those requests for two years; 3) letters received from the public on file for three years.

Stations must retain in the file ownership reports, employment reports, program reports, program-problems lists, and applications for seven years, or until two subsequent renewal applications have been granted.

A licensee must keep material that has a "substantial bearing" on a complaint or investigation by the Commission.

The following items should be in your public inspection file:

- A copy of any application or amendment to an application for which local notice must be published.
- Other applications that propose a change in program service, an extension of time to construct a new or change in facilities, and short-form transfer or assignment applications, along with related correspondence and amendments
- Ownership reports
- Network affiliation contracts, contracts relating to ownership and control, and certain management contracts
- Requests for time by candidates for public office, along with the disposition of the request
- Annual employment reports
- A copy of the Commission's Procedure Manual
- Letters from members of the public concerning the station's operation
- The licensee's annual list of problems and needs of the area served by the station, along with the programs broadcast during the preceding year and response to each listed problem or need

The following items are sometimes placed in the file and do not need to be made available to the public:

1. Music license agreements with ASCAP, BMI, or SESAC
2. Contracts with regular employees
3. Contracts with station representatives
4. Contracts with performers
5. Labor union agreements
6. Contracts with consulting engineers.

Although the Commission has undertaken substantial deregulation of broadcasting and reduced the burden on licensees, the public inspection file requirement has still been retained, and it must be given close attention by licensees.

Robert Olender is the managing partner of Baraff, Koerner, Olender & Hochberg, a Washington, D.C.-based communications law firm.

ED T.

IBS INTERCOLLEGIATE
BROADCASTING
SYSTEM

FCC CHECKLIST

NONCOMMERCIAL
EDUCATIONAL
FM BROADCAST STATIONS

December, 1982

IBS INTERCOLLEGIATE BROADCASTING SYSTEM

Box 592
Vails Gate, NY 12584
(914) 565-6710

December, 1982

One of the more frequent requests received from IBS Member-Stations is for an easily referenced summary of those FCC rules and regulations applicable to the operation of noncommercial educational FM radio stations.

The Field Operations Bureau of the FCC provides its inspectors with a publication called an "AM & FM Broadcast Station Checklist" designed to be used when visiting stations for unannounced inspections. Unfortunately, many of the FM rules and references included in the original FCC publication apply more directly to commercial FM stations, somewhat lessening the value of this publication for our stations.

IBS has edited, condensed and revised this checklist specifically for noncommercial educational FM stations. We've eliminated those listings which apply only to AM and/or FM commercial stations, and cross-referenced each of the remaining listings directly to the noncommercial rules wherever applicable.

The result is a concise summary of operational topics and appropriate references to the specific section of the FCC rules where they are explained.

Using this checklist and a copy of the FCC rules and regulations for reference purposes, you should be able to conduct your own station "inspection" to insure you're operating in compliance with the major FCC rules and other requirements.

If your station's copy of the FCC Rules and Regulations has been misplaced, appropriated, liberated, or just plain lost, you should order a copy of Volumes I and III to have on hand. At this writing, the costs are: Volume I - $18.00 and Volume III - $37.00. Do not order them from the FCC. Send your check and order to: Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.

A few words of caution are in order. This checklist is not meant to be a complete listing of all the FCC rules to which stations may be subject. The only complete listing is the text of the rules itself. Even this "official" text is often out-of-date in places.

Remember that FCC rules are subject to almost constant changes, updates, de-regulation, re-regulation, revisions, etc. These changes may easily supercede and outdate some of the provisions contained within this checklist. For example, the FCC is now considering the de-regulation of noncommercial FM ascertainment, program logs, operating logs, and SCA, among other things. We'll try to update information as we receive the changes, but the process is often slow. It may take some 6 to 9 months or more once they are made before changes are incorporated within the official publication of the FCC rules.

Finally, if you have any questions regarding any of the information contained in this checklist or within the FCC rules, please call or write and we'll be glad to try and help.

Jeff Tellis
President

IBS INTERCOLLEGIATE BROADCASTING SYSTEM

FCC CHECKLIST - NONCOMMERCIAL FM STATIONS

	Subject	FCC Rule Reference
	1. STATION DOCUMENTS & RECORDS	
___	License, Construction Permit, Renewal, Program Test posted	73.1230 (a)
___	Operator licenses posted or 759 posted	73.1230 (b)
___	Remote control, SCA, Auxiliary, alternate authority	73.1230 (a)
___	Designated Chief Operator agreement posted	73.1870 (a)
___	Contract Chief Operator agreement	73.1870 (b)
___	Letter approving transmitter modifications (if applicable)	73.1230 (a)
___	Contracts for SCA, brokers, etc. (if applicable)	73.1226 (c)
___	Logs and Records available	73.1225 (a)
___	Station available for FCC inspection	73.1225 (a)
___	Logs relinquished to Commission on request	73.1226 (a)
	2. NEW STATION NOTICES TO BE FILED	
___	Equipment test notice with Washington and Engineer in Charge, Reg. Office	73.1610
___	Program Test Authority advance notice with Washington or authorized for directional antenna	73.1620
___	Request for inspection with Engineer in Charge, FCC Regional Office	73.1610
	3. TRANSMITTER	
___	Transmitter acceptable/or as shown on license	73.1665
___	Operating power correct	73.1560 (b)
___	Function of meters labeled	73.558 (d)
___	Meters accurate	73.1215 (f)
___	Interlock and safety provisions	73.49
___	Power adjustment capability	73.317 (a)(8)
___	Transmitter efficiency factor available	73.267 (a)(3)
___	Transmitter modifications approved (if applicable)	73.1690
___	Frequency within tolerance (FM - 2,000 Hz)	73.1545 (b)
___	Modulation within tolerance (generally 85-100%)	73.1570
___	Compression/limiting not excessive	73.1570 (c)

4. STUDIO and CONTROL POINT

	Subject	FCC Rule Reference
___	Main studio location as licensed	73.1125
___	Operator's primary duty is operation of transmitter	73.1860 (d)
___	Remote control point (if applicable) is secure	73.575 (a)(1)
___	Function of meters labeled	73.558 (d)
___	Equipment/wiring - good engineering practice	73.317
___	Transmitter/metering equipment visible to operator	73.1860 (b)
___	EBS alarm is visible or audible	73.932 (a)
___	EBS Check List is immediately available	73.908
___	Extension meters (if applicable) are visible	73.1550 (a)(3)
___	Operators have been instructed on performance adjustments or instructions and limits have been posted at the operating position	73.1860 (c)
___	Operator can monitor/control SCA program (if applicable)	73.595 (c)

5. TOWER and ANTENNA

___	Authority obtained for change in radiating system (if applicable)	73.557 (b)
___	Correct colors on tower (if applicable) - see terms of station license	17.23
___	Correct number of bands painted on tower (if applicable) - see license	17.23
___	Tower lighting agrees with license (if applicable)	Station License
___	Top and flashing lights (if required) are working or FAA notified	17.48 (a)
___	Photocell and flashing mechanism installed (if applicable)	Station License
___	Spurious or harmonic emissions attenuated	73.317 (a)

6. MODULATION MONITOR (Class D 10-watt stations exempt)

___	Modulation monitor installed and working	73.553 (a)
___	Peak light calibrated & flashing properly	73.553 (a)
___	Alternate means for measuring modulation if monitor defective	73.553 (b)(2)
___	Modulation monitor is type approved	73.553 (a)
___	Stereo monitor installed if station is transmitting in stereo	73.553 (a)(1)
___	SCA monitor installed if station is transmitting SCA	73.553 (a)(2)

	Subject	FCC Rule Reference
	7. EBS - (Emergency Broadcast System)	
___	Receiver and decoder installed and working	73.932 (a)
___	Weekly test transmissions made unscheduled	73.961 (c)
___	EBS tests being received	73.932 (c)
___	EBS Check List immediately available	73.908
___	EBS tone encoder installed and working (10-watt stations exempt)	73.932 (b)
___	Station is monitoring correct station assignment on receiver	73.932 (a)
	8. REMOTE CONTROL OPERATION (if applicable)	
___	Positive on/off and failsafe circuits	73.575 (a)(2)
___	Transmitter is secure	73.575 (a)(1)
___	Remote meters have true calibration or charts	73.575 (a)(7)
___	Remote meters have correct scales	73.575 (a)(6)
___	Remote meters are calibrated weekly	73.575 (a)(5)
___	Remote meters agree with transmitter meters (within 2%)	73.575 (a)(5)
___	Power can be adjusted from remote control point (10-watt stations exempt but must have monitoring device to indicate when the transmitter is radiating power and a percentage modulation indicator or calibrated program level meter)	73.575 (a)(4)
___	Termination of remote control within one hour when required because of inaccurate meter readings	73.575 (a)(3)
___	Modulation continuously monitored if limiter not used	73.575 (a)(8)
___	Provision to monitor/control SCA (if applicable)	73.575 (a)(4)
	9. EXTENSION METERING (if applicable)	
___	Transmitter accessible within 100 feet	73.1550 (a)(2)
___	All required meters extended	73.1550 (b)
___	Meters have correct scales	73.1550 (a)(6)
___	Extension meters calibrated weekly	73.1550 (c)
___	Extension meters agree with transmitter meters (within 2%)	73.1550 (c)(3)
___	Extension meters operate continuously	73.1550 (a)(5)
___	Modulation indicators installed	73.1550 (b)

Subject	FCC Rule Reference
10. OPERATING LOGS (transmitter log)	
___ Logs retained for 2 years	73.1840
___ Signed at start and end of duty by operators	73.1800
___ Reviewed, signed and dated by designated Chief Operator	73.1870 (c)(3)
___ Pages numbered and dated	73.1800 (b)
___ Indicated advanced (daylight) or non-advanced (standard) times	73.1800 (b)
___ Time of power to antenna	73.1820 (a)(3)(i)
___ Daily tower light observation (if applicable)	73.1820 (a)(1)(ii)
___ If tower lights out, indication that FAA was notified	73.1820 (a)(1)(ii)
___ Adjustments to transmitter parameters	73.1820 (a)(3)(i)
___ Plate voltage and plate current (10-watt stations exempt)	73.1820 (a)(3)(i)(A)
___ Transmission line meter for direct power	73.1820 (a)(3)(i)(B)
___ No variation in readings for long periods	(Good Engineering Practice)
___ Entries for commencement of operation and (except for 10 watt stations), at 3 hour intervals	73.1820 (a)(3)
___ EBS tests transmitted and received	73.961, 73.1820 (a)(1)(iv)
___ Corrections made properly	73.1800 (c)
11. MAINTENANCE LOGS	
___ Logs available upon request	73.1225 (c)(2)(i)
___ Logs retained for 2 years	73.1840
___ Signature, date, and time of inspections	73.1830 (b)
___ Weekly transmitter system inspection results (10-watt stations exempt)	73.1830 (a)(3)(iv)
___ Time and date of auxiliary transmitter tests (if applicable)	73.1830 (a)(1)(i)
___ Frequency check results & methods used	73. 1830 (a)(1)(iii)
___ Calibration of automatic recorders (if applicable)	73.1830 (a)(1)(ii)
___ Calibration of remote control meters (if applicable)	73.1830 (a)(1)(v)
___ Calibration of extension meters (if applicable)	73.1830 (a)(1)(iv)
___ Time & date of removal of meters & monitors (if applicable)	73.1830 (a)(1)(viii)
___ Quarterly tower light inspection (if applicable)	73.1830 (a)(1)(vi)
___ Experimental Operation (if applicable)	73.1830 (a)(1)(vii)
___ Calibration of power output meter	73.1830 (a)(3)(i)
___ Corrections made properly	73.1800 (c)

Subject	FCC Rule Reference
12. PROGRAM LOGS	
___ Indication of advanced (daylight) or non-advanced (standard) time	73.1800 (b)
___ Logs retained for 2 years	73.1840
___ Operator signature at start and end of duty	73.1800 (a)
___ Pages numbered and dated	73.1800 (b)
___ Key to abbreviations contained in log	73.1800 (b)
___ Station ID times shown	73.1810 (f)(4)(i)
___ Donor names shown in log or keyed to list in public file	73.1810 (f)(2)
___ Program name, start and end times indicated	73.1810 (f)(1)
___ Political affiliation for political programs and talks	73.1810 (f)(1)(v)
___ Entry clarifying source of program	73.1810 (f)(1)(iii)
___ Entry clarifying type of program	73.1810 (f)(1)(iv)
___ Entries for PSA's show party for whom made	73.1810 (f)(3)
___ Entry of Pre-Grant announcement (73.3580)	73.1810 (f)(4)(iii)
___ Corrections made properly	73.1800 (c)
___ Logs orderly and legible	73.1800 (b)
___ Name and political affiliation for political announcements	73.1810 (f)(4)(ii)
___ Announcement of pre-recorded material (73.1208)	73.1810 (f)(4)(iv)
13. PUBLIC INSPECTION FILE	
___ Records at accessible location	73.3527 (f)
___ Applications tendered after May 13, 1965	73.3527 (a)(1)
___ Ownership reports filed after May 13, 1965	73.3627 (a)(3)
___ Political use requests	73.1940 (d)
___ Annual Employment Reports	73.3527 (a)(5)
___ "The Public and Broadcasting" Procedural Manual	73.3527 (a)(6)
___ Letters from the public as required	73.1202 (e)
___ Ascertainment - problems/programs list and narrative statement (10 watt stations exempt)	73.3527 (a)(7)(i) 73.3527 (b)
___ Materials available for reproduction	73.3527 (h)
___ Materials retained for proper period	73.3527 (g)
___ Donor announcement list (if names not in program logs)	73.1810 (f)(2)

14. AUTOMATIC LOGGING (if applicable)

Operating Log

	Subject	FCC Rule Reference
___	Accurately calibrated, time, date & circuit functions	73.1820 (b)
___	Autologger does not affect accuracy	73.1820 (b)(1)
___	Equipment Accuracy	73.1820 (b)(2)
___	Weekly calibration of logger	73.1820 (b)(3)
___	Aural alarm circuit	73.1820 (b)(4)
___	Parameters read continuously or at least once each 30 minutes	73.1820 (b)(5)
___	Logger located at control point	73.1820 (b)(6)
___	Logger located in vicinity of operator	73.1820 (b)(7)
___	Conforms with 73.1215 (arbitrary scales not authorized)	73.1820 (b)(8)
___	No alterations after entry recorded	73.1800 (d)

Program Log

___	Information available for partial logging	73.1810 (L)
___	Certificate of auto logging by operator	73.1810 (j)(3)
___	No alterations after entry recorded	73.1800 (d)
___	Certificate of logging data	73.1810 (k)
___	All required information available	73.1810 (L)

15. RADIO OPERATOR

___	Chief operator full or contract	73.565
___	Duty operators licensed	73.1860 (a)

16. OTHER OPERATING REQUIREMENTS

___	Required station identification	73.1201 (a)
___	Sponsors identified on air	73.1212
___	Time, power and modes of operation correct	73.1745
___	Transmitting phone call requirements	73.1206
___	Rebroadcasting other stations	73.1207
___	Delayed-recorded broadcast announced	73.1208 (a)
___	EEO Compliance	73.2080
___	Compliance with rules re: Personal attacks and political editorials	73.1920 73.1930
___	Letter to Commission describing emergency operation	73.1250 (e)
___	Licensee conducted contest	73.1216

17. EQUIPMENT PERFORMANCE MEASUREMENTS (Proof of Performance) (10-watt stations exempt)

	Subject	**FCC Rule Reference**
___	EPM available for inspection	73.1590
___	EPM available for two (2) years	73.1590
___	EPM made yearly (14 months) and four (4) months prior to renewal	73.1590
___	Description of equipment and method used	73.1590
___	Signed & dated by engineer making measurements	73.1590
___	EPM made through all circuits without compression or limiting	73.1590

18. FM MEASUREMENTS

(10-watt stations are expected to meet these specifications, but are not required to conduct periodic equipment performance measurements as in #17 above.)

	Subject	**FCC Rule Reference**
___	Information for frequency response for 50, 100, 400, 1000, 5000, 10,000 and 15,000 Hz at 25, 50 & 100% modulation	73.554 (a)(1)
___	Harmonic distortion for 50, 100, 400, 1000 & 5000 Hz at 25, 50 & 100% modulation; also harmonics at 100% modulation for frequencies of 10,000 & 15,000 up to 30,000 Hz	73.554 (a)(2)
___	FM noise in the band from 50 to 15,000 Hz below 100% modulation	73.554 (a)(3)
___	AM noise in the band from 50 to 15,000 Hz below 100% modulation	73.554 (a)(4)
___	Stereo parameters (if applicable)	73.322

19. STEREO & SCA OPERATION (If applicable)

	Subject	**FCC Rule Reference**
___	Stereo pilot checked each month, 40 days maximum (10-watt stations - upon installation, change or when suspected out-of-tolerance)	73.597 (b)
___	Stereo pilot injected 8 to 10%	73.322 (b)
___	Stereo pilot frequency within 2 Hz	73.322 (b)
___	Stereophonic subcarrier suppressed to less than 1% modulation of main carrier	73.322 (e)
___	SCA - 10% modulation if stereo used	73.322 (j)
___	**SCA - Daily Operating Log (telemetry excluded)**	73.595 (f)
___	Time subcarrier generator on	73.595 (f)(1)
___	Time modulation applied to SCA	73.595 (f)(2)
___	Time modulation removed from SCA	73.595 (f)(3)
___	Time subcarrier generator turned off	73.595 (f)(4)
	SCA - Program Log	
___	General description of programming	73.595 (e)
___	Time of programming change	73.595 (e)
___	SCA subcarrier tolerance of 500 Hz checked each calendar month - 40 days maximum (10-watt stations exempt)	73.595 (g)

	Subject	FCC Rule Reference
	20. AUTOMATIC TRANSMISSION SYSTEMS (If applicable)	
___	Authorization to use ATS (Automatic Transmission System)	73.540 (b)
___	ATS personnel are licensee employees	73.546 (a)
___	ATS personnel can perform monitoring and duties	73.546 (f)
___	ATS personnel fully instructed on duties	73.546 (g)
___	Tower lights checks either manual or automatic	73.546 (c)(3)
___	Only manual turn-on used	73.540 (e)
___	ATS operator holds at least Restricted Radiotelephone Permit	73.540 (c)(2)
	ATS Control Functions	
___	Power adjust automatic	73.542 (b)(2)
___	Modulation adjust automatic	73.542 (b)(3)
___	Modulation control for SCA if used	73.542 (c)
___	ATS auxiliary/alternate transmitter O.K. if used	73.542 (g)
___	Minimum modulation maintained	73.542 (b)(3)
___	Provision for indirect power function if used	73.542 (b)(1)
___	ATS test system function	73.542 (i)
	ATS Turn Off and Fail-Safe Functions	
___	Over power uncorrected over 3 minutes	73.544 (a)(1)
___	Over modulation uncorrected over 3 minutes	73.544 (a)(2)
___	Loss of turn-on or turn-off control	73.544 (a)(4)
___	Loss of alarm device functioning	73.544 (a)(5)
___	Loss of alarm sampling circuits	73.544 (a)(6)
	ATS Alarm Functions	
___	Loss of signal (carrier or program) 3 minutes	73.546 (c)(1)
___	Power below 90% authorized over 3 minutes	73.546 (c)(2)
___	Tower lighting failure if alarms used	73.546 (c)(3)
	ATS Monitoring and Alarm Points	
___	On/off controls functioning	73.546 (b)(1)
___	Off-air SCA program monitor for SCA	73.546 (b)(2)
___	Off-air monitor	73.546 (b)(2)
___	Aural alarm signal functioning	73.546 (b)(3)
___	Point accessible & under licensee control	73.546 (a)
___	Point controls protected from unauthorized operation	73.546 (a)
___	EBS facilities provided as needed	73.546 (f)
___	Licenses and ATS authorization posted	73.546 (h)

	Subject	FCC Rule Reference
	21. AUXILIARY BROADCAST STATIONS (if applicable)	
	Remote Pickup Stations	
___	License power not exceeded	74.461
___	Frequency within tolerance	74.464
___	License posted or attached to transmitter	74.467 (a) or (b)
___	**Station Log**	74.481
___	Frequency check	74.465
___	Tower light entries required by Part 17	74.481 (a)(1)(i)
___	Station identification given	74.482
___	**Remote control operation**	74.434
___	% modulation indicator or automatic modulation	73.434 (a)(1)
___	On/off control RF stage	74.434 (a)(2)
___	Protected against unauthorized operation	74.434 (a)(3)
___	Operator under control of licensee	74.468 (a)
	Aural Broadcast STL (Studio-Transmitter Links) and Intercity Relay Stations	
___	+5% licensed power not exceeded	74.534
___	Directional antenna required	74.536
___	Frequency tolerance for offset operation	74.502 (a)
___	Frequency tolerance of 0.005% maintained	74.561
___	Station license posted	74.564
___	**Station Log**	74.581
___	Frequency check	74.581 (a)(2)
___	Entries required by Part 17	74.581 (a)(1)
___	Station identification	74.582
___	**Remote control operation**	74.533 (a)
___	Notification to Commission 10 days prior to operation	74.533 (a)
___	Operated under control of licensee	74.533 (a)(1)
___	RF or control activated device showing transmitter is radiating	74.533 (a)(2)
___	On/off control of RF stage	74.533 (a)(3)
___	Protected against unauthorized operation	74.533 (a)(4)
___	**Unattended operation**	74.533 (b)
___	Notification to Commission 10 days prior to operation	74.533 (b)
___	Protected against improper operation	74.533 (b)(2)
___	Protected against unauthorized operation	74.533 (b)(3)
___	Observations made at receiving end every 24 hours	74.533 (b)(4)

IBS INTERCOLLEGIATE BROADCASTING SYSTEM

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FCC 86-161
36590
April 11, 1986

IN THE MATTER OF COMMISSION POLICY CONCERNING THE NONCOMMERCIAL NATURE OF EDUCATIONAL BROADCASTING STATIONS

The Commission has become aware of significant uncertainty and controversy concerning various aspects of Commission and statutory policy relating to commercial underwriting on noncommercial stations. As a consequence, we have reviewed the existing policies, focusing on five specific areas: (1) the broadcast of announcements relating to goods and services for which consideration is received by the station; (2) enhanced underwriting and donor announcements; (3) the offering of program-related materials; (4) the practice of hosts of children's programs urging the purchase of program related materials; and (5) the airing of foreign language programs by public broadcasters and the degree of control necessary to ensure compliance with Commission requirements.

ANNOUNCEMENTS PROMOTING THE SALE OF GOODS AND SERVICES

Section 399B of the Communications Act of 1934, as amended, and Sections 73.503(d) and 73.621(e) of our rules specifically proscribe the broadcast of announcements by public broadcast stations which promote the sale of goods and services of for-profit entities in return for consideration paid to the station. These rules, however, permit contributors of funds to the station to receive on-air acknowledgments. The Commission has articulated specific guidelines which emphasize the difference between permissible donor and underwriter announcements and commercial advertising. See Commission Policy Concerning the Noncommercial Nature of Educational Broadcasting Stations, 97 FCC 2d 255 (1984) (hereinafter referred to as "1984 Order"); Commission Policy Concerning the Noncommercial Nature of Educational Broadcasting Stations, 90 FCC 2d 895 (1982) (hereinafter referred to as "1982 Order"); Second Report and Order, 86 FCC 2d 141 (1981); First Report and Order and Notice of Proposed Rulemaking, 69 FCC 2d 200 (1978).

Recent cases before the Commission indicate that some noncommercial broadcasters have aired outright commercial messages on behalf of profit

(over)

making entities in violation of our rules and the statute. 1/ As our action in those cases attest, we will enforce our prohibition on the broadcast of commercial messages on behalf of profit making entities for which consideration is paid to the station. Information brought to the attention of the Commission regarding such practices will be scrutinized and licensees found to have engaged in them will be sanctioned.

ENHANCED UNDERWRITING AND DONOR ACKNOWLEDGMENTS

Beyond the airing of paid promotional announcements, our recent review of underwriting activities indicates that some public broadcasters may be airing donor and underwriter acknowledgments which exceed the Commission's guidelines. In light of these instances and an ongoing debate in the public broadcasting community on these issues, we believe that a brief statement concerning the obligations of public broadcasters with respect to donor and underwriting acknowledgments is appropriate. In March 1984, we relaxed our noncommercial policy to allow public broadcasters to expand or "enhance" the scope of their donor and underwriter acknowledgments to include (1) logograms or slogans which identify and do not promote, (2) location information, (3) value neutral descriptions of a product line or service, and (4) brand and trade names and product or service listings. 1984 Order at 263. That action was taken as another step in our ongoing effort to strike a reasonable balance between the financial needs of public broadcast stations and their obligation to provide an essentially noncommercial service. It was our view that "enhanced underwriting" would offer significant potential benefits to public broadcasting in terms of attracting additional business support and would thereby improve the financial self-sufficiency of the service without threatening its underlying noncommercial nature. In this regard, we

emphasized that such announcements could not include qualitative or comparative language and that the Order should not be construed as allowing advertisements as defined in Section 399B of the Communications Act. Id. 2/

We recognized in our 1982 Order that it may be difficult at times to distinguish between announcements that promote and those that identify. For that reason, we expressly stated that we expect public broadcast licensees to review their donor or underwriter acknowledgments and make reasonable good faith judgments as to whether they identify, rather than promote. 1982 Order at 911. We saw no purpose at that time, or at the time we adopted our 1984 Order, in fashioning rigid regulations or guidelines to ensure the noncommercial nature of public broadcasting, and we were concerned that such guidelines would inhibit public broadcasters' ability to seek and obtain the funds needed to present quality programming and to remain financially viable. It continues to be our view that the public broadcaster's good faith judgment must be the key element in meeting Congress' determination that the service should remain free of commercial and commercial-like matter. In response to requests for guidance, however, we will attempt to further clarify the guidelines applicable to public broadcasters' exercise of their discretion.

We reiterate that acknowledgments should be made for identification purposes only and should not promote the contributor's products, services or company. For example, logos or logograms used by corporations and businesses are permitted so long as they do not contain comparative or qualitative descriptions of the donor's products or services. Similarly, company slogans which contain general product-line descriptions are acceptable if not designed to be promotional in nature. Visual depictions of specific products are permissible. We also believe that the inclusion of a telephone number in an acknowledgment announcement is within these general guidelines and, therefore, permissible.

1/ For example, on October 25, 1985, the Commission issued Notices of Apparent Liability to the licensees of two noncommercial stations for repeatedly airing commercial messages in violation of the Communications Act and the Commission's rules. In addition, a letter of warning was issued that same day to the licensee of a third station for airing underwriting acknowledgments which contained comparative and qualitative descriptions of the donors' products and services and, therefore, exceeded Commission guidelines.

2/ Section 399B provides, in pertinent part:

> (a) For purpose of this section, the term 'advertisement' means any message or other programming material which is broadcast or otherwise transmitted in exchange for any remuneration, and which is intended—
>
> (1) to promote any service, facility, or product offered by any person who is engaged in such offering for profit;
>
> (2) to express the views of any person with respect to any matter of public importance or interest; or
>
> (3) to support or oppose any candidate for public office.

Several examples of announcements that would clearly violate the rule may be helpful:

A. Announcements containing price information are not permissible. This would include any announcement of interest rate information or other indication of savings or value associated with the product. An example of such an announcement is:

- "7.7% interest rate available now."

B. Announcements containing a call to action are not permissible. Examples of such announcements are:

- "Stop by our showroom to see a model";
- "Try product X next time you buy oil."

C. Announcements containing an inducement to buy, sell, rent or lease are not permissible. Examples of such announcements are:

- "Six months' free service";
- "A bonus available this week";
- "Special gift for the first 50 visitors."

Additionally, examples of proscribed product messages can be seen in the instances where the Commission has assessed forfeitures or issued letters of warning for rule violations. 3/

We repeat that the Commission will continue to rely on the good faith determinations of public broadcasters in interpreting our noncommercialization guidelines. We emphasize, however, that we will review complaints and, in the event of clear abuses of discretion, will implement appropriate sanctions, including monetary forfeitures.

PROGRAM RELATED MATERIALS

We have reviewed the Commission's policies regarding the offering of program-related materials. We have looked carefully at this area because it has come to our attention that such offerings have been used by noncommercial licensees to raise funds for program acquisition purposes, a novel fund raising device.

3/ See supra, footnote 1. The following are representative and illustrative of the types of announcements found objectionable by the Commission:

> [Music] . . . Genesee Beer . . . the great outdoors in a glass, talks with wildlife cameraman Scott Ransom: Working outdoors all the time sounds like a perfect life but it does have its disadvantages, like sitting with your camera and the mosquitoes for six hours to get one good shot at a beaver swimming. That's when I start dreaming about a nice campfire, dry clothes and a Genesee beer. Our one brewery makes it best . . . Genesee, the great outdoors in a glass. Genesee Brewing, Rochester.
>
> What's the difference between a fine fur and an exquisite fur? You can always find the difference at KNOWLE'S FUR SHOP at 595 Highway 18 in Brunswick. For if you don't know furs you should always know your furrier. At Knowle's Fur Shop they manufacture furs, specializing in custom made furs with one of the largest selection of exquisite furs in stock. They also handle expert remodeling and repair work on their own premises as well as cleaning and glazing. So for that fur that stands above the rest it's Knowle's Fur Shop at 595 Highway 18 in Brunswick.
>
> Production [of the program] has been made possible by grants from: A&J Luxury Limo Service. For a fabulous night on the town, spoil yourself or a client with a relaxing and comfortable evening in one of A&J's luxurious limosines featuring a retractable moon roof, color television, stereo, cellular telephone, intercom and wet bar. For the perfect way to enjoy a perfect and safe evening, call us at 360-8444.

Our 1982 Order dealt with the sale of program-related materials. It concluded that because Congress had approved direct promotional fundraising announcements sponsored by nonprofit organizations, public broadcasters could air announcements promoting program-related materials sold by nonprofit organizations, including the station itself. 1982 Order at 907. It is our belief that in order for the audience to be informed about the sponsor of these offerings, the nonprofit organization sponsoring the offering should be clearly identified in the announcement, a requirement in keeping with the mandate of Section 317 of the Communications Act and Section 73.1212 of our rules.

Guidelines covering announcements for the sale of program related materials by for-profit entities were not changed by our 1982 Order. Thus, such announcements are permitted so long as the licensee (1) receives no consideration for the announcement; and (2) the materials are offered on the basis of public interest considerations and not the private economic interests of the offeror; or (3) the price of the materials offered is only nominal. Second Report and Order, 86 FCC 2d at 152. As noted above, the nominal price requirement does not apply to offerings sponsored by nonprofit entities.

HOST SELLING

In a related matter, our attention has been drawn to what appears to be instances of "host selling" of program-related materials by some public broadcasters during children's programming. Host selling, a phenomenon previously limited to commercial television, involves the program host of a children's program actually delivering a promotional message in his character role on the program set or commenting on an advertisement in such a manner as to appear to endorse the product. On public broadcast stations the practice has occurred in the context of an offer of program-related materials by the program host and could occur in the context of fund-raising activities. In adopting our Children's Programming and Policy Statement, 4/ we found that the practice of host-selling tends to take unfair advantage of children and, therefore, is inappropriate and contrary to the licensee's obligation to operate in the public interest. 50 FCC 2d at 16. We cautioned commercial broadcast licensees against engaging in practices in the body of the program itself which promote products in a way that take unfair advantage of children. Information now available to the Commission indicates that some public broadcasters may be engaging in such practices. We see no rational basis for not applying this policy to public broadcasters. Noncommercial licensees are hereby cautioned to exercise care to ensure that the promotion of program-related goods or services during children's programs is in compliance with the Commission's policy against host-selling.

4/ 50 FCC 2d 1 (1974), recon. denied, 55 FCC 2d 691 (1975), affirmed sub. nom 564 F.d 458 (D.C. Cir. 1977). See also Children's Television Programming and Advertising Practices, 96 FCC 2d 634 (1984).

FOREIGN LANGUAGE PROGRAMMING

Finally, the Commission is aware that some public broadcast licensees regularly air foreign language programming. Often this programming includes underwriting announcements or credits that feature products and services which appear to be inconsistent with Commission rules and policy proscribing paid promotional announcements. Based on the number of complaints and staff review of specific foreign language programs, it appears that some noncommercial licensees may be falling short of their responsibility to establish and maintain internal procedures to ensure sufficient familiarity with or monitoring of foreign language programs to know what is being broadcast and whether it conforms with the station's policies and Commission requirements. See Licensee Responsibility to Exercise Adequate Controls Over Foreign Language Programs, 39 FCC 2d 1037 (1973). Licensees are again reminded of their responsibility in this regard and are cautioned that failure to maintain adequate controls over foreign language programming may raise serious questions as to the station's operation in the public interest. While the Commission does not require total pre-screening of foreign language broadcasts by licensees, we do expect that a sufficient monitoring program will be undertaken. As a minimum, periodic monitoring by foreign language speaking persons should be performed on a regular but random basis in order to assure licensee control of programming the licensee may not otherwise understand. Additionally, licensees are expected to take appropriate action when complaints are filed by the public.

Action by the Commission April 10, 1986. Commissioners Fowler (Chairman), Quello, Dawson and Patrick.

- FCC -

For further information contact Thomas Wyatt at (202) 632-3860.

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IBS INTERCOLLEGIATE BROADCASTING SYSTEM

Box 592
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(914) 565-6710

May, 1986

Dear Station Manager:

Questions about donor and underwriting announcements continue to be among those most-often asked by our stations. Apparently, the FCC itself has also received a number of inquiries.

They also wanted to let stations know they're going to enforce the rules in situations where stations have aired announcements which go beyond the FCC guidelines.

For these and other reasons, they recently issued a Public Notice ". . . . concerning the noncommerical nature of educational broadcasting stations." IBS has reprinted this notice and enclosed a copy for your reference. We urge you to read through it for a better understanding of the FCC's position, including some specific examples of unacceptable copy.

There's really not much new that hasn't already been said in previous FCC materials or in the IBS Special Report distributed to member-stations. Here's a summary of what you'll find:

* Noncommercial stations may not broadcast announcements which promote the sale of goods and services of for-profit entities in return for "consideration" - payment of funds, goods or services. However, these stations may air announcements which acknowledge donor and underwriter contributions - within certain guidelines.

* The FCC has already issued a couple of Notices of Apparent Liability (fines) to the licensees of two noncommercial stations and a letter of warning to another regarding violations of these rules and guidelines.

* Besides company name, donor/underwriter acknowledgement announcements may include:
    1. Logograms or slogans which identify but do not promote products or services.
    2. Location information - (address, phone)
    3. Value-neutral descriptions of a product line or service (no qualitative, promotional or comparative terms - no prices)
    4. Brand and trade names and product or service listings

* Good faith judgement of stations must be the key element in meeting congressional determination that noncommercial broadcasting should remain free of commercial and commercial-like matter.

* Acknowledgements should be made for identification purposes only and should not promote the contributor's products, services or company.

* Telephone number of donor may be included in acknowledgement announcement.

* Announcements promoting the sale of program-related materials are acceptable if:

    - materials are furnished by a non-profit organization

    OR

    - materials are furnished by for-profit company, station receives no consideration, and materials are offered on basis of public interest, not private economic interests of the offer or the price of the materials offer is only nominal.

- * Host selling - the endorsement or implied endorsement of program-related products by the host of a children's program in the body of a program is prohibited.

- * Foreign Language Programming - stations are reminded that they are still responsible for operating within the guidelines on underwriting announcements during programs broadcast in a foreign language. Stations should make sure those who do these programs are made familiar with the rules and restrictions. Also, stations should set-up a sufficient monitoring program on a regular but random basis by people who speak the foreign language involved to assure licensee control of programming the licensee may not otherwise understand.

It would appear that one of the FCC's purposes in issuing this Public Notice is to remind stations that there are definite guidelines for underwriting announcements and related fundraising activities at noncommercial stations, and that these guidelines will be enforced.

The samples of unacceptable copy included in the Notice indicate that at least some stations have not understood or have chosen to ignore FCC guidelines for underwriting announcements. By calling attention to action it has already taken, the Commission has given notice it will not hesitate to enforce compliance.

Stations who've been operating in accordance with the FCC guidelines and the IBS Special Report materials previously sent to you shouldn't have to make any major changes. But, every station should at least review their own underwriting policies and announcements to assure they are within the accepted guidelines.

Within the past couple of years, there have been a few private organizations established to solicit underwriting of public service announcements by local businesses on noncommercial stations. At the very least, given the added scrutiny of the FCC, stations should carefully review the content of any announcements submitted for broadcast under such arrangements.

Frankly, we also question the sometimes substantial differences between what these organizations collect from the local business people and what the station receives. We have been told of instances where this difference amounts to a "commission" of 80%! In fact, it is our feeling that, if the return on such solicitations is so lucrative, stations should be doing it themselves rather than having others represent them. This should not necessarily be taken as a blanket condemnation of all such organizations and arrangements. Stations must make their own decisions on an individual basis. But they should be extremely careful before agreeing to an arrangement whereby they effectively lose control over what is said and done using their name in their local community, especially by people from outside that community and where the net proceeds to the station is considerably less than the gross amount received from the "donor" by the soliciting organization. We also have some reservations about the acceptability of some of these arrangements within the guidelines of the FCC.

For informational assistance, call or write:

IBS, Box 592, Vails Gate, NY 12584 - (914) 565-6710

Should you require legal advice, we suggest you consult with competent professional counsel.

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FEDERAL COMMUNICATIONS COMMISSION

47 CFR Part 73

[BC Docket No. 21136; FCC 81-204]

Radio Broadcast Services; Commission Policy Concerning the Noncommercial Nature of Educational Broadcast Stations

AGENCY: Federal Communications Commission.

ACTION: Final Rule (Second Report and Order).

SUMMARY: Action taken herein resolves the issues raised in the Commission's *First Report and Notice of Proposed Rule Making* adopted June 7, 1981, in the matter of Commission Policy Concerning the Noncommercial Nature of Educational Broadcast Stations (BC Docket No. 21136). The Commission's new rule prohibits broadcast programming in return for consideration and replaces the proscription against all "promotion of products and services." Acknowledgments of contributions continue to be allowed. In addition, none of the proposed restrictions on fundraising for station purposes are adopted. These actions are being taken to simplify and clarify the programming and fundraising rules applicable to public broadcast stations.

EFFECTIVE DATE: June 25, 1981.

FOR FURTHER INFORMATION CONTACT: John Kamp, Broadcast Bureau, (202) 632-6302.

SUPPLEMENTARY INFORMATION: In the matter of Commission policy concerning the noncommercial nature of educational broadcast stations; *Second report and order* (Proceeding Terminated).

Adopted: April 23, 1981.

Released: May 19, 1981.

By the Commission: Commissioner Quello issuing a statement in which Commissioner Fogerty joins; Commissioner Washburn issuing a separate statement.

1. In the *First Report and Notice of Proposed Rule Making* in this proceeding (hereinafter "*First Report*," 69 FCC 2d 200 (1978)), we sought comment, through rule making, on 22 specific questions regarding the noncommercial nature of public broadcasting.[1] These questions had been distilled from the inquiry stage of the same proceeding,[2] and related to a single theme. We stated that our proposed answers were intended to place limits upon some types of fundraising activities, with an eye toward striking a reasonable balance between the financial needs of such stations and their obligation to provide an essentially noncommercial broadcast service. These proposals received extensive comments from a wide range of individuals, associations, and licensees, *see* Appendix A. We now believe, based upon the record in this proceeding, that the overall approach embodied in the 22 specific questions warrants re-examination, and that the record does not support many of the specific rules that were proposed.

2. The *First Report* alluded to a pattern of complaints from the public and from commercial broadcasters regarding the practices of public broadcasting stations (para. 2). However, the record now available to us provides scant support for the contention that there has been a pattern of significant abuse. We agree with several commenting parties who urged that a few isolated complaints should not form the basis for general proscriptive rules that affect all public broadcasting stations. The basic thrust of both the *Inquiry* and the *First Report* was highly proscriptive. The proposals would have created a highly specific set of rules codifying a host of major commercial announcement and fundraising questions raised by public broadcasters. Many comments urged us to adopt less restrictive rules which would be consistent with our present purposes and would be consistent with other recent policy decisions.[3]

3. The Commission's interest in creating a "noncommercial" service has been to remove the programming decisions of public broadcasters from the normal kinds of commercial market pressures under which broadcasters in the unreserved spectrum usually operate. The policy underlying this *Report and Order* is designed to serve that end and to eliminate rules which are not required for that goal. At the same time, the Commission recognizes that substantial funding for public broadcaster programming is derived from business establishments in the form of grants or gifts and that acknowledgment of those funds is proper and possibly necessary to assure the continuation of such funding. Consequently, this *Report and Order* provides greater flexibility for public broadcasters in this area, relying partially upon good faith efforts of licensees to prevent abuses and to maintain the essential character of the noncommercial service.

4. The result of this major re-examination is our decision to eliminate the existing proscription against *all* promotion of products and services and to institute a more appropriate "consideration received" rule. Consideration is a term used to denote anything of value given in exchange for something else of value. Although the Commission has felt in the past that no promotion of goods and services should be allowed on noncommercial stations, we now think that the promotion of goods and services without consideration can in some instances further the public interest. We feel we need to amend our rules to allow broadcasters to promote the programs and events of organizations when they determine that it would be in the public interest to do so. However, we are continuing to maintain the noncommercial nature of public broadcasting by not allowing a broadcaster to promote the goods or services of an entity or person in return for consideration. In addition, we reject proposals to regulate tightly the airing of contributor acknowledgments and proposals to restrict other fundraising activities on behalf of the stations. The effect of these changes will be to broaden the permissible areas of licensee discretion in making their public interest judgments and likely will broaden the sources of private support for public broadcasting. The contributor rules should encourage more private donations and increase the total

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[1] The term "public broadcasting" is used here to refer to all stations licensed by the Commission as noncommercial educational broadcast stations.

[2] *Notice of Inquiry* (Inquiry), FCC 77-162, March 15, 1977, 42 Fed. Reg. 15927 (March 24, 1977).

[3] Some parties cited our *Inquiry and Notice of Proposed Rule Making* in *Deregulation of Radio*, 44 FR 57636, pub. Oct. 5, 1979, as standing in contrast to the present proceeding. See also, *Deregulation of Radio, 46 FR 13888, pub. Feb. 24, 1981. However, that action was premised in part upon the idea that market forces would impel the licensees to deliver programming consistent with the public interest, even in the absence of regulation. The present proceeding is designed to assure that the programming of public broadcasting is not primarily in response to the market's commands. However, in many other respects, the parallel is properly noted and here, as there, we are attempting to minimize the oversight and reporting burdens that licensees will face, relaxing these burdens where there is no strong reason not to do so.*

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amounts of contributions. This broadened public funding should reduce the ability of any single private or public entity to affect program decisions and thus should help insure that the programming decisions of public stations are consistent with the intended status of public broadcasting.

5. A secondary aspect of the new regulatory scheme is that it is consistent with traditional First Amendment analysis. The new rules: (1) are within the power of the Commission, (2) further the substantial and important interest of preserving the public broadcast service, (3) can be implemented without affecting First Amendment freedom, (4) are no broader than necessary to achieve their aims, and (5) are as specific as possible. As such, the new system withstands even the most strict constitutional scrutiny applied by the U.S. Supreme Court in related cases.

6. Perhaps the most important finding to emerge from this proceeding is that the Commission does not now have available to it a comprehensive statement of the goals and purposes of public broadcasting and of the means by which these should be pursued. Absent consensus on the nature of the essential differences attendant to the noncommercial services, we are likely to resolve the particular policy questions in *ad hoc* ways that may not be consistent and orderly. The problem has become more acute recently, as the types of broadcast and nonbroadcast service have expanded and diversified. Public broadcasting has pioneered in the development of satellite program delivery for television and radio, in captioning for the deaf, and in other technical areas. Public stations currently are attempting to re-examine their traditional funding approaches. In this volatile situation, we do not believe it is appropriate for the Commission to endorse or forbid particular practices through *ad hoc* actions until we have performed a basic review of the public broadcast service. Such a review now is underway in the Policy and Rules Division of the Broadcast Bureau. We expect the staff to present recommendations to us on an expedited schedule for possible future rule making activities in the area. For present purposes we have sought to pursue rule making only so far as it is clearly justified by the record in this proceeding. We have deferred to a later inquiry or rule making the basic questions concerning public broadcasting's central purpose, the government's responsibility, the impact of new sources of financing, and of the impacts of new technologies. For now, it is sufficient to state that we seek to maintain an essentially noncommercial character for public broadcasting and are here adopting what seems for the present to be the minimum regulatory structure that preserves a reasonable distinction between commercial and noncommercial broadcasting.

The Basic Programming Rule: A Summary of Relevant Comments

7. The most significant fact to emerge from the comments was a need to re-examine the basic noncommercial programming rule and in so doing we have determined that a "consideration received" standard will be more appropriate for determining permissible broadcast matter for public stations. The position of the commenting parties provided much support for this change. For example, many parties argued that the Commission's rule proscribing "announcements promoting sale of products and services" raised serious questions under the First Amendment because it: (1) failed to further a substantial or compelling government interest where the licensee received no consideration for broadcast matter, and (2) was based solely on the content of the proscribed speech. Regardless of the merits of this argument the Commission believes that the regulatory approach announced here removes the ambiguity of the present rules by eliminating the vexing problem of determining what language "promotes" the sale of products or services and establishes an objective standard by which to judge certain broadcast matter. Moreover, the new criterion is not based upon the "content" of the broadcast matter. Further the Commission believes that the rule is related to and furthers the government's interest in creating a public broadcast service.

8. Sections 73.503(d) and 73.621(e) of the Commission's present rules state that, subject to limited exceptions, "no announcements promoting the sale of product or service shall be broadcast in connection with any program." The Commission has applied this proscription to: (1) announcements made on behalf of commercial entities promoting their products and services, (2) announcements made on behalf of nonprofit organizations, either at their request or by the licensee's own choice, promoting activities where the sale of goods or services was involved, and (3) announcements promoting the licensee's own activities where the sale of goods and services was involved. Many commenting parties were concerned with the proscription as applied to the latter two types of announcements.

9. The Commission has invoked the proscription to disallow announcements urging attendance at, or "promoting" in other ways, nonprofit organizational activities and transitory events, such as plays, concerts and fundraising efforts, where an entry fee was required or where goods and services were sold. For example, prohibited announcements would include: "The First Avenue Church is having its annual garage sale this Sunday. There are many useful items on sale so be sure to attend," or "The Red Cross is sponsoring a dance this Sunday featuring the latest in disco sounds. Admission is only $2.00 so be sure to stop by and join the fun and help a worthy cause in the process." The *First Report* proposed no change in this general prohibition.

10. Commission authority to create special rules for commercial-like practices of public broadcasters is found in Sections 303 (a) and (b) of the Communications Act of 1934, as amended (Act), which authorizes the Commission to classify radio stations and to prescribe the nature of the services to be rendered by each class of licensed station and each station within any class. The parties acknowledge the Commission's authority to prohibit commercial or commercial-like activity in particular broadcast services but they point out that any regulatory scheme adopted by the Commission to achieve this end must be consistent with First Amendment freedom of speech guarantees and Fifth Amendment equal protection principles. The Commission's proposed rules are said by the parties to conflict with requirements of both of these constitutional principles.

11. The parties repeatedly cite *U.S.* v. *O'Brien*, 391 U.S. 367 (1968), which held that a government regulation affecting First Amendment freedoms is justified only:

> If it is within the constitutional power of the government; if it furthers an important or substantial governmental interest; if the government interest is unrelated to the suppression of free expression; and if the incidental restriction on alleged First Amendment freedoms is no greater than essential to the furtherance of that interest. *Id.* at 377.[4]

The parties also frequently cite *Community Service Broadcasting of Mid-America, Inc.* v. *F.C.C.*, 593 F. 2d

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[4] The last component of this test is similar to the "less drastic means" principle. *Shelton* v. *Tucker*, 364 U.S. 479 (1960), cited by some parties. It requires that a government limitation upon free expression be imposed only when there is lacking an alternative method of achieving the government's aim that would be less restrictive of these fundamental rights.

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1102 (C.A.D.C. 1978), in which the Court of Appeals stated:

> The First Amendment requires the strictest form of scrutiny be applied where the purpose of a statute is related to suppression of free expression of ideas or information. Applying such strict scrutiny, the Supreme Court has held that the statute or regulation *must* be found unconstitutional unless either the speech in question is not fully protected by the First Amendment or its suppression is essential to a compelling government interest. (citations omitted). *Id.* at 1111.

The parties' basic argument is that the Commission's blanket proscription of announcements promoting the sale of a product or service is unrelated to, and fails to further, any important, substantial, or compelling government interest.

12. The parties generally claim that the purpose and objective in creating a public broadcast service was to classify and distinguish one broadcast service which separated programming decisions from commercial marketplace pressures and which did not depend on advertising revenue to support it.[5] The parties argue that the Commission's rules proscribing all announcements that merely promote the sale of products or services, regardless of whether they are broadcast in return for consideration, are unrelated to commercial marketplace concerns and fail to further the purpose for which public frequencies were reserved. The parties maintain that many such announcements are broadcast simply because the licensee believes them to be in the public interest. Thus, it was argued that the rules fail to further the intended governmental interest or are broader than required to achieve the desired result. The parties state that the Commission may not suppress all commercial or commercial-like speech merely because it desires to preserve some particular "tone," "taste," or "style" for public broadcasting. Such suppression is said to be forbidden because it is based solely on the *content* of the speech. In short, the parties believe that, unless the licensee receives payment or some type of consideration in return for broadcasting program matter, the licensee's discretion should govern what is broadcast. Such a functional, content-neutral approach, according to the parties would avoid the constitutional problems they attribute to the approach put out for consideration in the *First Report.*

13. Other constitutional arguments are advanced. It is asserted that the proposals are unconstitutionally vague, and that insofar as waivers are required for "old time commercials,"[6] the rules constitute an unconstitutional prior restraint. Additionally, some parties argue that the proposals contravene the equal protection clause of the Fifth Amendment. The parties cite *Community Service Broadcasting of Mid-America* v. *F.C.C., supra,* and *Police Department of Chicago* v. *Mosley,* 408 U.S. 92 (1972), for the general proposition that there must be a substantial government interest furthered by the different treatment accorded public broadcasters and commercial broadcasters, and that the rules must be narrowly tailored to serve that interest. It is argued that the Commission has failed to identify a "substantial government interest" warranting the virtual total proscription of commercial or commercial-like programming proposed in the *First Report.*

Discussion

14. The Commission is persuaded that adjustment of its present and proposed rules is desirable. We agree that our rules must further the government's legitimate interest and, so far as possible, should not be based solely upon the content of particular broadcast matter.

15. The current dual system of broadcasting consisting of commercial and noncommercial stations is dependent upon differences in the purpose, support, and operation of the two classes of stations. Although these differences have not been completely enumerated, the present distinction has had an important relation to the source of operating revenues for the two types of stations. Public stations have relied primarily on government and private contributions; private commercial stations have relied primarily upon revenue paid in consideration for the airing of advertising to promote goods and services. So long as the commercial/noncommercial distinction is maintained and not modified, we agree with the parties' assertions that programming broadcast in return for receipt of consideration and used to promote the sale of goods and services is not appropriate for noncommercial broadcasting. Thus, proscriptions based on these criteria both narrowly defined and specifically further the important government interest in preserving the character of noncommercial broadcasting, and do so in a way that is highly protective of First Amendment rights.

16. We also agree with the parties that announcements promoting the sale of products and services that are broadcast because the licensee believes them to be of public interest do not always denigrate the purposes and objectives of public broadcasting. Adoption of the "consideration for broadcast" rule will provide an objective method for determining certain permissible broadcast matter. In view of these conclusions, we are amending our rules today to make clear that, subject to the exception set out at paragraph 18 below and the Commission's rules generally, only announcements or programs broadcast in exchange for consideration are proscribed on public broadcast stations. Further, because of the delicate First Amendment implications, we are asserting our intention to respect the good faith judgments of broadcasters in interpreting this rule and our intention to review those judgments only where it appears necessary in order to protect the noncommercial nature of public broadcasting.

17. This new rule addresses the compelling government interest in separating public broadcasting station programming decisions from commercial considerations as much as possible. It does not address the compelling government interest in insuring that reserved educational frequencies be used for educational, instructional, and cultural programming. This latter interest is the basis for rules restricting certain broadcast matter and is discussed in paragraphs 42 & 43 below.

18. In adopting a rule proscribing announcements broadcast in return for consideration, the question arises of how contributions of money, goods and services to licensees fit within the proscription.[7] Such contributions are

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[5] *See e.g., Sixth Report and Order,* 41 FCC 148, 165–166 (1952). For purposes of this proceeding, we are relying upon the purposes of public broadcasting enumerated in the *Sixth Report and Order.* We have not discovered a sufficient nexus between any valid government purpose and the discouragement of free expression complained of here to justify continuation of the current standard, where a less restrictive alternative is available. As a general matter, however, we continue to adhere to our position in the *First Report* that restrictions on commercial programming matter by public broadcasting stations are appropriate and consistent with the First Amendment. *See, First Report,* paras. 8–14. Our review of the legislative history surrounding this area assures us that the actions we are taking today are both within the scope of the law and are consistent with the thrust of that history.

[6] "Old time commercial" waivers have been issued to permit the rebroadoast of formerly popular programs such as Groucho Marx, "The Lucky Strike Hit Parade," and mystery theatre programs, without deleting adversting matter contained in those programs.

[7] Throughout the comments, the parties repeatedly assert that as more restrictions are placed upon broadcast identification of donors, the more reluctant donors will be to donate and that if present restrictions were loosened, more entities

Continued

made, at least in part, in return for or with the expectation of broadcast acknowledgments. Contributions to public licensees constitute a principle source of financing broadcast operations. This source, through the federal "matching" system, has received Congressional endorsement as sound public policy. Moreover, it should be recognized that announcements acknowledging entities contributing money for particular program purposes *must* be made in many situations pursuant to Section 317 of the Communications Act and § 73.1212 of the Commission's Rules. The regulatory system adopted today does not change the requirements of Section 317 and § 73.1212. The Commission believes that donor identification announcements are informational and appropriate.[9]

19. Accordingly, we are amending §§ 73.503 and 73.621 to delete language proscribing announcements which promote the sale of products and services and are replacing it with language stating that "no announcement shall be broadcast in exchange for the receipt of consideration to the licensee, its principals, or employees. However, acknowledgments of contributions can be made."

20. We turn now to the specific policies and proposed rules discussed in the *First Report*. The actual questions proposed in the *Inquiry* are attached as Appendix C.

Fundraising That Suspends Programming

21. The Commission proposals which perhaps received the most publicity, as well as the most objection, were the ones placing limits on the amount of time permissible for auction fundraising and nonauction fundraising (such as marathons and pledge weeks) during periods of suspended programming. We recognized in the *First Report* that fundraising during on-the-air solicitations was important to licensee funding requirements and that Congress envisioned that at least some of this activity would occur. However, we also noted that time devoted to this activity detracted from the presentation of programming which the system was established to broadcast, that time devoted to fundraising was increasing, and that, with respect to auctions, the activity often seemed overtly commercial.

22. The Commission proposed a rule limiting the broadcast of auctions to ten days per calendar year with an additional restriction that no one day's auction activity consume more than 50% of that day's broadcast time. The comments on these proposed rules can be summarized as follows: (a) some had no objection to a limit and felt that ten days or slightly more was an adequate amount of time to devote to auctions; (b) most felt that the 50% limitation impinged upon flexibility particularly on weekends when substantially more than 50% of the day may be devoted to auction activity; (c) many felt that while a limit of ten to fourteen days was sufficient time for auctions, the amount of auction time should be left to the licensee's discretion; and (d) time devoted to auctions was self-limiting by viewer and listener resistance. In addition, the Commission proposed rules to specifically define underwriters and to limit the number of underwriter acknowledgments that would be allowed during auctions. Commenters said these restrictions would preclude announcements crediting most entities underwriting auctions and would be difficult to administer in view of the different ways licensees compute expenses.

23. Further, a limit of ninety hours per calendar year was proposed for nonauction fundraising activity. Also, the Commission proposed that broadcast acknowledgments of underwriters, as permitted during auction periods, would not be allowed.

24. Several objections were raised with these fundraising proposals. The ninety-hour limit was criticized by public radio licensees as discriminatory because it would permit television stations more time for overall fundraising. The ninety-hour limit also was criticized as being too restrictive for stations that rely heavily upon viewer donations.[10] Many commenters said that the activity was self-limiting, and thus no such Commission imposed regulation was necessary. Others said that if a limit were adopted, it would be more appropriate to tie it to each station's average weekly hours on-the-air. Some parties suggested no fundraising time limit be adopted, but rather, that time devoted to fundraising should be reviewed at license renewal time as part of the public interest determination.

25. The Commission has reconsidered its proposals to limit the amount of time licensees may devote to fundraising during periods of suspended programming. We no longer consider there to be a significant difference between the auction and non-auction contexts. The proposal to impose time limits on all such activity now seems unnecessary and we will not adopt such limits. Time devoted to fundraising, as the parties state, is limited by audience resistance, that is, it may be expected that, as fundraising increases, audience support will decrease. Indeed, licensees state that audience dissatisfaction is taken into consideration when planning fundraising events making such activity self-limiting.[11] Adopting the proposed time limits may also have had the effect of encouraging licensees presently below the limit to increase fundraising. Additionally, we note that present levels have not generated significant complaint nor have we found significant licensee abuses. Finally, although the proposals for fundraising time limits received considerable public exposure in the

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would be willing to contribute. We agree and note that severe restrictions upon a station's ability to foster contributions from the general public may have the unintended result of enhancing the dependency of these stations upon large commercial underwriters and upon government funds.

[9] Section 317(a)(1) of the Communications Act of 1934, as amended, states:

Sec. 317(a)(1). All matter broadcast by any radio station for which any money, service or other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person: *Provided, that "service or other valuable consideration" shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with, a broadcast unless it is so furnished in consideration for an identification in a broadcast of any person, product, service, trademark, or brand name beyond an identification which is reasonably related to the use of such service or property on the broadcast.* (Emphasis added.)

The gist of Section 317 is as follows: All program matter broadcast for consideration must be so identified at the time of the broadcast. However, goods or services provided at little or no cost and used on a broadcast are exempted, unless provided in consideration for overt commercial promotion.

The exception, underlined above, is commonly referred to as the *proviso* clause. In commercial broadcast operation, this language permits licensees to omit the otherwise required sponsor identification announcements when using on-the-air an item given to them when used for its usual purpose, for example, a car given by Ford Motor Company used by a detective in a detective program or a refrigerator given by General Electric Company used on the set of a program requiring a kitchen. In the public broadcasting context, we believe identification of donors and descriptions of goods and services are generally appropriate and this is consistent with Section 317(a)(1). For discussion of the *proviso* clause and examples of its application, see *Applicability of the Sponsorship Identification Rules*, 40 FCC 141 (1963), updated and revised, 40 FR 41936, RR Current Service Volume, paras. 10:1110 and 53.2051 (1975).

[10] For example, Pacifica Foundation states that its six radio stations each devote an average of approximately 430 hours annually to nonauction fundraising. Other licensees stated that they broadcast well over one hundred hours annually of such programming.

[11] There is evidence that many people avoid public broadcasting entirely to avoid fund requests (PBS Comments, Appendix E, p. 8) and that those who do contribute money are becoming irritated with appeals (PBS Comments, Exhibit E, p. 3).

media as well as through the Commission's public notices and its Actions Alert publication, public support virtually was non-existent. For all of these reasons, no general limiting rule will be adopted.

26. Although we have decided not to place limits on time devoted to fundraising, we wish to emphasize that this activity could be one of concern. We note that Congress, in enacting the Public Telecommunications Financing Act of 1978, recognized the "increased focus of the [public] stations' resources and energies on fundraising at the expense of programming" and acted to lower the federal matching ratio in an effort to "help reduce the fundraising activities of the system." *H. Rep. No. 95–1178*, 95th Cong., 2d Sess. 19 (1978). Thus, it is possible that circumstances could so change as to warrant our revisiting this area in the future. We conclude that current fundraising practices have disclosed no pattern of abuse warranting rule making.

27. Regarding a more specific matter, the purpose of the proposed rule, which defined an auction underwriter as a contributor of 30% or more of one day's legitimate auction expense, was to address the auction practice of extensively crediting in-kind contributions of nominal value, *e.g.*, coffee for auction volunteers. We have also reevaluated this proposal. With the benefit of the record now available, we no longer perceive any harm to the public that necessarily flows from this practice. In addition, the Commission is persuaded that varying methods of computing expenses could lead to such a rule being virtually unenforceable. We also are sympathetic to arguments that auctions contain many facets and that small contributions to various facets represent a large amount in the aggregate which may be lost if rules restricting acknowledgment of small and medium size contributions are adopted.

28. Also, in the *First Report* we discussed the apparent discrepancy in our past practice of allowing underwriter credits for auctions but not for nonauction fundraising methods. Although the *First Report* suggested that the distinction had some factual basis, the record here suggests that a uniform policy is now possible and appropriate. Accordingly, we will not adopt a rule change regarding identification of auction underwriters during auction periods and will apply the same policy in both the auction and nonauction fundraising contexts. The remaining questions raised in the *First Report* now will be addressed largely in the order in which they appear in the document.

Question 1: Promotion of Transitory Events

29. Question one essentially concerned the promotional aspects of announcements describing transitory events occurring in licensee service areas such as concerts, plays, activities of nonprofit organizations, and other events where admission charges were required or goods or services offered for sale. Under the rule being adopted today, so long as these announcements are not made in return for consideration, licensees may describe these events whether conducted by nonprofit or profit-making organizations in any manner they choose, including mentioning price and urging attendance.

Questions 2 and 3: Promotion of Courses, Government Documents, etc.

30. Questions two and three concerned the promotional aspects of announcements of educational courses, government documents, and credit cards, and the availability of program-related goods and services. The question of credit cards is dealt with at paragraph 41 below. With respect to announcements for educational courses and the availability of government documents, when such announcements are not made in return for consideration, they no longer fall under our rules.

31. With respect to announcements promoting the sale of program-related goods or services (for example, transcripts of public affairs programs), the Commission stated in the *First Report* that it believed such announcements to be overtly commercial where the cost of the goods or services was more than nominal or where the licensee, program producer, program supplier, or on-air personality had a financial interest in the sale. Accordingly, the *First Report* included a proposed rule prohibiting such announcements with some exceptions. Under the rule adopted today, so long as the licensee receives no consideration for an announcement promoting the sale of particular program-related goods or services or the price of the item is only nominal, such announcements may be broadcast. A different issue is posed where the promotion involves a nonbroadcast interest of the licensee or other broadcast personnel. The commission has long maintained that licensees have an obligation to prevent the use of their facilities to promote unfairly their own nonbroadcast business interests, *WFLI, Inc.*, 13 F.C.C. 2d 846 (1968), and to take extraordinary measures to insure that no program matter is presented as a result of employee outside business interests which may conflict with their station responsibilities, *Crowell-Collier Broadcasting Corporation*, 14 F.C.C. 2d 358 (1968). These principles are applicable to programming broadcast by public licensees and apply to offerings of program-related goods and services by program producers, program suppliers, and on-air personalities, *Fordham University*, 18 F.C.C. 2d 209 (1969). Accordingly, we expect licensees to carefully scrutinize goods and services offered in connection with various programs to insure that these program-related materials are offered on the basis of public interest considerations and not the private economic interests of the offeror.[12]

Questions 4 and 5: Remote Broadcasts

32. Questions four and five concern public broadcasting station practices when originating programming from a commercial place of business for fundraising or any other purposes. The questions principally were whether such programming (commonly referred to as remote broadcasting) was appropriate and, if so, to what extent the name and location of the commercial enterprise should be broadcast and listeners urged to attend.

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[12] See, *Letter to Washingtonian Magazine*, 84 F.C.C. 2d , FCC 80–727, adopted December 9, 1980. There the Commission considered questions posed by *Dial Magazine*, an expanded program guide developed by four major public television stations intended to produce revenue through the sale of advertising in the magazine and to encourage subscription membership in the station. Since *Dial* was provided without additional charge to members making donations in connection with fund-raising activities, the Commission indicated that it was best analyzed as a premium to encourage station contributions and thus was consistent with established policy and the proposals of the *First Report*. The Commission found that the policy barring unfair promotion of licensee business interests was apparently inapplicable to the situation under both established policy and the proposals considered in the *First Report* affirmed here. The analysis used there is also applicable to the new scheme adopted today: "We believe that the policy stated in the *First Report* * * * barring promotion of licensee-related interests when related to program matter, is not pertinent to references to premiums available to station contributors. The Commission's concern in the area of program-related material was that programming might be selected because of its value in exposing related products or services for commercial gain. The Commission's proposed precautions to assure that noncommercial-motives are at work in licensee's program selection are not necessary for premiums made in conjunction with membership solicitations." *Id.*, at 13.

The case did not raise the question of the propriety of announcements urging advertisers to purchase space in a program guide, but we believe that such announcements would violate past policy and the "consideration received" rule.

33. In the *First Report*, the Commission suggested that use of a commercial place of business for fundraising would be inappropriate but that such programming for non-fundraising purposes might well be in the public interest. The latter type of programming often consists of live broadcasts from theaters, nightclubs, athletic stadia, and auditoria. The consideration rule announced here today should simplify analysis of these questions. While the free or discounted use of commercial premises may be consideration to the licensee, the context of each use is controlling under the new rule. The Commission will not view the mere permission of an establishment to broadcast an event as consideration. Where broadcast of this programming is based upon the licensee's public interest judgments rather than an exchange of consideration, identification of the origination point would raise no question. However, obvious promotion of an event and/or establishment could raise factual questions as to the agreement between the establishment and the licensee. Making an establishment available in exchange for on-air promotion beyond that reasonably related to the production of the program would constitute consideration, and would be prohibited. We stress that it is the announcement for consideration that invokes the rule, not the event itself.

Question 6: Prizes and Premiums

34. Question six concerned use of prizes or premiums to promote listenership and listener donations. In the *First Report*, the Commission asked for comment on the following specific areas regarding the use of premiums and prizes: (1) The inherent commercialism accompanying the use and depiction of particular authors, artists, and product brand names in describing premiums, and (2) the extent to which products and services from other companies are excluded from use as premiums (or auction items) as a result of licensee procedures employed to determine what goods and services are featured during fundraising activities. The comments indicated that licensees choose premiums, prizes, and auction items primarily based upon the items' association with particular programming and/or the degree to which the items are discounted or donated. Several commenters argued that a meaningful description of a product had to include at least a brand name and the product's qualities. Likewise, it was argued that a book or painting could not be adequately described without naming the author or artist. To the extent these practices contain "commercialism" the parties believe they are necessary. The Commission sees no abuse in the criteria employed to choose premiums, prizes, or auction items. We also believe that the mention of brand names, authors and artists constitutes meaningful information in describing the value of a premium, prize or auction item.[13]

35. We also recognized in the *First Report* that, under past interpretation of our rules, licensees could not mention the names of parties donating such items and that descriptions were limited to attributes reasonably related to their value as prizes. Mention of the donor's name was prohibited unless material to a description of the item's value as a prize. Some parties objected to the proscription proposed in the *First Report* against mentioning donors of prizes. It was stated that such a proscription: (1) discriminates against businesses which cannot be recognized by the mention of their products, (2) curbs a practice which results in very little real commercialism, and (3) discourages businesses from donating items to be used as prizes. We are persuaded by these objections, and will therefore allow identification of donors of such prizes when the prizes are described. Such identification appears consistent with Section 317(a)(1) and our decision today to allow acknowledgments for in-kind contributions as well as for cash.

Question 7: "Name Only" Limitation

36. Question seven in the *First Report* concerned the Commission rules limiting underwriting and credit announcements to the donor's "name only" but permitting, in certain instances, mention of a company division or subsidiary. The question asked what guidelines should be employed in determining what constituted a *bona fide* division or subsidiary in lieu of continuing to make this determination on a case-by-case basis. The *First Report* indicated that the case-by-case approach still appeared appropriate. In addition, the *First Report* rejected the requests of numerous parties to expand the "name only" requirement to permit, for the sake of clarity and full identification where necessary, mention of the donor's product, location, logo, or generic name.[14] Parties argued that such donations.

37. Few parties commented again in the proceeding on the meaning of what constitutes a *bona fide* operating division, but many parties again, for the same reasons as stated in the *First Report*,[15] requested liberalization of the "name only" requirement. We are sympathetic with this request to the extent that the acknowledgments are basically informational and provide clarity and full identification of donors. We no longer believe that restricting acknowledgments to name only is necessary to protect the noncommercial nature of public broadcasting. By allowing greater flexibility in determining the content of noncommercial acknowledgments, we now act on our belief that public broadcast licensees are fully capable of setting their own standards of acceptability in the area. With this greater latitude and flexibility licensees will be able to develop new policies for such acknowledgments that while consistent with their noncommercial status will stimulate new and broader sources of financial support for programming and general operation.[16] Therefore, the name only requirement for donor acknowledgments will be deleted to allow the use of a corporate logo and other nonpromotional information about the donor, including location and identification of product lines.[17] It should be noted that the acknowledgments permitted here are not to be confused with the announcements considered in previous sections of this document that may promote goods and services absent consideration when the licensee considers them in the public interest. Acknowledgments are strictly for identification of donors and should not promote the company, products or services of the donor. Announcements which contain comparative or qualitative description of a product or company go beyond permissible limits. For example, while an announcement

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[13] Obviously, for a prize or premium to be effective, it must and will be disclosed. While it is conceivable that this type of promotion could be abused, resulting in overt commercialism, we have no evidence of such abuses.

[14] The Commission has authorized fuller identification to avoid confusion between similarly named entities but only after specific approval.

[15] Reasons such as: (1) a business' legal name may not be familiar to the community, but its product, trade, or generic name is; (2) a business may not be known in some parts of the station's service area, particularly where a station covers a number of communities; and (3) the donor's name may fail to disclose the relationship, if one exists, between the donor's business and the program it is underwriting.

[16] Along these lines, licensees may wish to adopt written standards for underwriter announcement acceptability.

[17] The record in this proceeding amply supports this conclusion. We are dismissing a recent request for declaratory ruling, that again raises the issue, as moot. *Public Broadcasting Service, Request for Declaratory Ruling Concerning Underwriting Announcements by Noncommercial Educational Broadcast Stations, January 5, 1981.*

identifying Exxon Corporation, producer of petroleum products would be permissible, announcements identifying Exxon as the producer of "fine" or the "best" petroleum products would be prohibited. In addition, stations should be very careful to avoid factual circumstances which lead to the appearance that announcements may have been made for consideration.[18]

Question 8: Limits on Acknowledgments

38. Question eight concerned proposed rule amendments to decrease the permissible number of underwriting and credit announcements in programs of less than one-half hour from two such announcements to one. The Commission proposed in the *First Report* to impose such a limitation in programs lasting twelve minutes or less and expressed the belief that the impact of the change, if any, would fall on radio rather than television stations. The Commission received little comment on this proposed change from public radio stations and the associations which represent them. On the other hand, we believe that the licensees audience resistance is a deterrent to excessive announcements. Therefore, we are deleting the note that limits the timing and frequency of announcements and are leaving these determinations to licensees applying their reasonable judgments in good faith.

Question 9: Acknowledgments of Noncash Contributions

39. Question nine primarily concerned a proposal for broadcast recognition of donors who contribute goods and services to licensee operations, such as studio equipment or costumes (in-kind contributions),[19] rather than programs or funds for their production. In-kind contributions just as money, are of two types; either for general station purposes, such as a carpet or a transmitter, or for specific Programs, such as customes for a specific production or furniture set. The Commission proposed a rule to permit identification of these in-kind donors for general station purposes in the same manner as cash donors for general station purposes, *i.e.*, beginning and end of day, one contributor once an hour, and in two newly proposed two-minute breaks each day. The proposed rule did not require that an in-kind donation be "substantial" to warrant identification of the donor, and eliminated the "substantial" requirement presently in the rule for cash donors for general station purposes. To limit the number of acknowledgments, the proposal would have required that all in-kind donations to specific programs be acknowledged only on the proposed two-minute breaks. The comments expressed little negative reaction to treating in-kind contributors to "general" station operation in this manner but many objected to this treatment for "specific" in-kind donations because it proscribed announcements identifying in-kind contributors when the program was aired. Many parties objected to the proposal, saying that: (1) it will decrease in-kind donations, (2) it will induce contributors to give cash (in order to get the contemporaneous announcement) thereby requiring stations to obtain goods and services at market prices, and (3) it will adversely affect network programs in that: (a) the originating stations will be burdened with the task of having to inform other stations who the in-kind contributors are, (b) other stations may not wish to credit the in-kind contributor to the originating station, and (c) in-kind contributors probably will not get credited when programs are repeated. Most parties argued that the in-kind contributor to a particular program should be identified in connection with that program.

40. The Commission is persuaded that identification of in-kind contributors contemporaneously with the programs to which the identification of such donors is allowed under the general rule adopted today. Because the Commission's new rule permits contemporaneous identification of in-kind contributors to specific programs, much of the basis for proposing the two-minute breaks is no longer present. Also, we believe the identification resulting from the rule changes adopted today can be handled adequately under present practices for identifying general cash contributors, and general in-kind contributors. Accordingly, we will not now adopt the proposed rule creating additional "two-minute breaks" for acknowledging contributors.

41. Related to the principle underlying the above in-kind contributions is that part of question 2 pertaining to credit cards. Announcements that specific credit cards may be used to "charge" a contribution or purchase of an auction item create a more difficult situation under the "consideration received" rule. Credit card announcements are used during fundraising activities for informational purposes. The coments indicate that a major factor in the decision of many licensees to use a particular credit card is whether the credit card company will waive or reduce its fee. The waiver or reduction in the credit card fee arguably represents consideration, but, as such, it represents an in-kind contribution to the licensee and acknowledgments would be allowed. Additionally, credit card use tends to increase both the size of contributions and the number of people contributing (*First Report*, at paragraph 23). Accordingly, in view of the limited purpose for which credit cards are identified we shall permit the practice both aurally and visually, for this fundraising purpose. These identifications shall be considered both acknowledgments of contributions and informational announcements.

Questions 14, 15 and 16: Fundraising for Others

42. These questions concerned the practice of public stations conducting auctions to raise money for entities other than themselves. The Commission stated in the *First Report* that this activity was inappropriate in public broadcasting and proposed a rule requiring that proceeds from all auction activity be retained by licensees for use in conjunction with their licensed facilities. Most parties either agreed with, or had no objection to, the proposal. We will here adhere to our policy statement in the *First Report:* "We continue to believe that [public] broadcasting is the wrong vehicle for general fundraising by auctions and the only reason an exception is made on behalf of licensees is to aid in their efforts to provide the programming which they were licensed to broadcast." *First Report* at paragraph 52.

43. The *First Report* also discussed nonauction fundraising activities for other entities and suggested that many such activities might be appropriate. Our decision today to allow stations to promote the activities of nonprofit entities with announcements so long as no consideration is received gives considerable latitude to stations in that regard. Also, this should greatly lessen the need for stations to engage in major

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[18] Agreements where donations are related to promotions of the donor's company, products, or services are prohibited. In addition, the Commission is concerned about situations where announcements promoting the goods or services of a commercial entity are either preceded or followed by a donation. This circumstance could be perceived as consideration for such a promotional announcement. We decline to adopt specific proscriptions in this area, such as a minimum time period between promotional announcements and consideration received. However, we view the proximity between "donations" and such promotional announcements as a significant factor in evaluating the good faith determinations of licensees, and we expect licensees to avoid circumstances that would raise such questions.

[19] Although some licensees currently acknowledge in-kind contributions through special thanks announcements such as "production assistance provided by ," these announcements were not provided for in the Commission's Rules.

fundraising efforts for such entities. Therefore, station fundraising activities which significantly alter a station's normal programming, including auctions, marathons, membership drives, etc., should be carried on for the benefit of the station only, and not for other organizations. This is consistent not only with our *Ohio State* ruling for auctions but also with our interest in preserving the primarily educational, instructional, and cultural character of public broadcast programming. Although we will adopt no further rule here, we reaffirm our general policy of restricting station promotions of nonstation interests of the licensees, see para. 31, *supra*, and extend our specific policy of proscribing auctions by public stations on behalf of non-station interests to all such fundraising activities that disrupt normal programming. *See, The Ohio State University*, FCC 76–701, 38 R.R. 2d 122 (1976).

Other Matters

44. Another proposal in the *First Report* was to move the present Notes to §§ 73.503 and 73.621 of the rules into the body of the rules. Because these notes contain substantive interpretations of the "promotion of products and services" and other rules, they were thought to be more appropriately placed in the main text. The proposal received little comment from the parties and was apparently well received. However, our use of a new basic test has rendered these notes unnecessary and we are deleting them from the Commission's rules.

45. Finally, the National Association of Educational Broadcasters (NAEB) and several other parties have proposed for Commission consideration a fundraising experiment called "Institutional-Oriented Underwriting (IOU)." NAEB suggests that during authorized IOU periods:

> Public broadcast stations would be permitted to air messages from selected commercial institutional underwriters. The production values and content of these messages from these institutional underwritters would be carefully scrutinized by the public broadcasters to assure that they are creative, imaginative, informative and suitable for presentation upon public broadcast facilities. Such institutional-oriented underwriting would permit businesses to present material enhancing their public image or, perhaps, expressing a point of view on public issues. At least in initial stages of development, it would not normally include messages predominantly oriented toward specific products or services. These messages would not be interspersed with normal programming fare but would instead be placed in discrete segments or blocks of time at the end of particular program periods in a magazine format entirely divorced from the preceding or subsequent program content.

The idea is, in effect, a proposal to permit public stations to sell broadcast time to help support their operations.

46. Proposals for partial commercial operation by public licensees have been considered previously by the Commission. In rejecting this idea in 1952, the Commission stated, in part:

> [P]artial commercial operation by educational institutions would tend to vitiate the differences between commercial operation and noncommercial educational operation . . . in our view achievement of the objective for which special educational reservations have been established—i.e., the establishment of a genuinely educational type of service—would not be furthered by permitting educational stations to operate in substantially the same manner as commercial applicants * * *. [*Sixth Report and Order*, 41 F.C.C. 148, 166].

For the purposes of this rulemaking we will adhere to our policy that the outright sale of time to commercial entities for commercial purposes is inappropriate for public broadcasting licensees. In addition to the reasons stated in the *Sixth Report and Order, supra*, we do not believe we have a sufficient record at this time to grant such an important exception to our rules. However, the Broadcast Bureau has underway a broad study of public broadcasting, examining the basic questions concerning the fundamental purpose of public broadcasting and the types of financial support that are appropriate to serve that purpose. This study will consider the efficient use of the noncommercial reservation and the relationship between broadcast and nonbroadcast activities of public broadcast licensees. NAEB's requests would appropriately be taken up again when some of these fundamental questions are addressed through future inquiry or rulemaking notices.

47. The NAEB also has requested that the Commission grant authority for the conduct of oral arguments or panel presentations for the airing of licensee concerns with respect to the vital matters addressed in this proceeding. NAEB states that the presentation of evidence respecting the realities of funding and operating public broadcast stations would aid the Commission in arriving at fair and principled conclusions in this matter. The Commission will reject this request. Extensive comments have been filed in response to the *First Report* and in response to the *Inquiry* initiating this proceeding. These comments include statements from many licensees and organizations which represent them, and discuss in detail underwriting, fundraising and operating activities and their financial impact. We have made substantial changes in both the general direction and in the specifics of our policies and rules in light of these comments. We are not persuaded that further presentation of this information through oral argument is necessary.

Summary of Actions Taken

48. After extensive review of the comments in this proceeding, the Commission takes the following actions:

(a) A new rule prohibiting the broadcast of materials in return for consideration replaces the former rule prohibiting all promotion of products and services. The new rule does not prohibit acknowledgments of contributions.

(b) No time limits on fundraising activities in support of station activities are adopted. These activities are largely selflimiting and, therefore, are most appropriately left to the discretion of individual licensees.

(c) No rules prohibiting promotions of specific matters or items, or prohibiting "remote" broadcasting are adopted. Stations are expected to make reasonable, good faith judgments in keeping with the new "consideration received" rule.

(d) The "name only" restriction on acknowledgments is eliminated. Licensees are expected to responsibly exercise their discretion in developing their own policies to determine what constitutes a noncommercial acknowledgment. Likewise, the Commission does not limit the number of such acknowledgments.

(e) Acknowledgments of contributions in the forms of prizes, premiums, auction items, and in-kind goods and services are not specifically regulated but will be analyzed under the "consideration received" rule.

(f) Fundraising which disrupts normal programming and is beyond an "announcement" shall be for station purposes only.

49. The Commission cautions each licensee to act responsibly in carrying out the substantial changes it has permitted here so that the licensee's actions remain consistent with the noncommercial nature of its station. The Commission will be particularly concerned that its "consideration" and "good faith judgment" standards developed in this docket are not abused. We believe that the policies, procedures and rule amendments set forth herein will clarify the obligations of public broadcasting licensees and contribute to

the development of public broadcasting in the manner envisioned by the Commission and the Congress. We believe, therefore, that adoption of these policies, procedures and rules is in the public interest.

50. Authority for adoption of the rules herein is contained in Sections 2, 4(i) and 303, of the Communications Act of 1934, as amended.

51. Accordingly, It Is ordered, That Part 73 of the Commission's Rules and Regulations is amended as set forth in the attached Appendix B, effective June 25, 1981.

52. It is further ordered, That the request for declaratory ruling by Public Broadcasting Service, cited in paragraph 37, fn. 17, *supra*, Is dismissed as moot.

53. It is further ordered, That this proceeding is terminated.

54. For further information concerning this proceeding, contact John Kamp, Broadcast Bureau, (202) 632-6302.

(Secs. 4, 303, 307, 48 Stat., as amended 1066, 1082, 1083; 47 U.S.C. 154, 303, 307)

Federal Communications Commission.

William J. Tricarico,

Secretary.

Appendix A—Parties Filing Formal Comments

Alaska Public Television, Inc.
Alaska Public Broadcasting Commission.
Arizona Board of Regents.
American Federation of State, County and Municipal Employees.
Association of California Public Radio Stations.
Back Porch Radio Broadcasting, Inc.
Bemidji State University.
Board of Trustees of the Greater Cincinnati Television Educational Foundation.
Central Administration Advisory Committee on Broadcast Operations, State University of New York.
Colby-Bates-Bowdoin Educational Telecasting Corporation.
Communications Research Center, New York Law School (Laurie Hutzler and James Charne).
Corporation for Public Broadcasting.
Delta College.
Educational Broadcasting Corporation.
Ford Foundation.
Front Range Educational Media Corporation.
Greater Washington Educational Telecommunications Association, Inc.
Intercollegiate Broadcasting System, Inc.
Joint Comments—Covington & Burling.
Joint Comments—Dow, Lohnes & Albertson.
Joint Comments—Schwartz and Woods.
Joint Council on Educational Telecommunications.
Jorgensen, Johnson & Northop.
Kentucky Authority for Educational Television.
KOTO Radio.
Michigan Technological University.
Minnesota Public Radio, Inc.
Murray State University.
National Association of Broadcasters.
National Association of Educational Broadcasters.
National Association of State Universities and Land Grant Colleges.
National Federation of Community Broadcasters.
National Public Radio.
North Side Symphony Orchestra.
Ohio Educational Television Network Commission.
Ohio State University.
Pacifica Foundation.
Public Broadcasting Service.
Public Radio in Mid America.
Rosenkranz, Raymond.
San Miguel Educational Fund.
Southwest Texas Public Broadcasting Council.
Sunrise Communications.
University of Northern Iowa.
WGBH Educational Foundation.

Appendix B

I. Section 73.503 of the Commission's Rules is amended to remove Notes 1 through 5 following paragraph (d); and to revise paragraph (d) as follows:

§ 73.503 Licensing requirements and service.

* * * * *

(d) Each station shall furnish a nonprofit and noncommerical broadcast service. Noncommerical educational FM broadcast stations are subject to the provisions of § 73.1212 to the extent they are applicable to the broadcast of programs produced by, or at the expense of, or furnished by others. No announcement shall be broadcast at any time in exchange for the receipt, in whole or in part, of consideration to the licensee, its principals, or employees. However, acknowledgments of contributions can be made.

Note.—Commission interpretation of this rule, including the acceptable form of acknowledgments, may be found in the *Second Report and Order*, adopted April 23, 1981, entitled "Commission Policy Concerning the Noncommercial Nature of Educational Broadcast Stations," (BC Docket No. 21136, —— FCC 2d ——, ——, FR ——, May 22, 1981).

II. Section 73.621 of the Commission's Rules is amended to remove Notes 1 through 5 following paragraph (e) and to revise paragraph (e) as follows:

§ 73.621 Noncommercial educational stations.

* * * * *

(e) Each station shall furnish a nonprofit and noncommercial broadcast service. Noncommercial educational television station shall be subject to the provisions of § 73.1212 to the extent that they are applicable to the broadcast of programs produced by, or at the expense of, or furnished by others. No announcements shall be broadcast at any time in exchange for the receipt, in whole or in part, of consideration to the licensee, its principals, or employees. However, acknowledgments of contributions can be made.

Note.—Commission interpretation of this rule, including the acceptable form of acknowledgments, may be found in the *Second Report and Order*, adopted April 23, 1981, entitled "Commission Policy Concerning the Noncommercial Nature of Educational Broadcast Stations," (BC Docket No. 21136, —— FCC 2d ——, —— FR ——, May 22, 1981).

Appendix C

(1) Should the prohibition against "announcement promoting the sale of a product or service" be limited to those announcements that directly promote such sales?

(2) Notwithstanding the matters raised in "(1)", above, should a different standard be applied to:

a. course offerings of vocational schools, colleges or universities?

b. the sale of government documents?

c. the sale of material related to the content of the program?

d. the over-the-air mention of credit cards in connection with fundraising activities?

(3) If so, what standard should apply?

(4) If a licensee originates programming temporarily at a commercial enterprise, would it be able to urge listeners or viewers to visit the store, or to mention the location of the origination point?

(5) If so, should such announcements be limited to fund raising drives or subject to other conditions?

(6) If identified prizes are to be offered over the air, what guidelines or conditions, if any, should be adopted?

(7) What guidelines should be used in determining what constitutes a *bona fide* operating division or subsidy?

(8) What impact might result in limiting underwriting announcements to one during any program of less than one-half hour duration?

(9) What guidelines should be adopted with respect to announcements identifying those who provide goods or services to educational broadcast licensees instead of programs or funds for their production?

(10) How many times per year are auctions held on individual stations? How many days did each auction last?

(11) During auction periods, how much of the broadcast day is devoted to auction purposes?

(12) What percentage of the money raised during auctions comes from underwriters of the auctions?

(13) What standard should be used in defining what constitutes an underwriter?

(14) Should educational stations be permitted to conduct auctions for the benefit of other entities?

(15) If so, what guidelines should be applied, especially as to number or duration of the auctions?

(16) Should different guidelines be used if a portion of the proceeds is retained by the station? If so, what guidelines?

(17) How many times per year are fundraising drives conducted on individual stations? How many days did each drive last?

(18) During fundraising drives, what percent of the broadcast day is devoted to fundraising purposes? (Estimates would be welcome if precise information is not available.)

(19) What guidelines, if any, should be applicable to such fundraising activities?

(20) Should the *Ohio State* ruling be applied to fundraising drives for entities other than the licensee? If so, what guidelines, if any, should be adopted?

Statement of FCC Commissioner James H. Quello In Which Commissioner Joseph R. Fogarty Joins

In re: Second Report and Order Establishing Commission Policy Concerning the Noncommercial Nature of Public Broadcasting Stations

It is my hope and belief that the Commission's relaxation of certain funding restrictions on Public Broadcasting stations will go a long way toward preserving and enhancing our non-commercial broadcasting system. It seems clear that the trend toward less federal funding will continue and that alternative means of financing must be explored. Certainly, it is in the public interest to acknowledge the contributions made by Public Broadcasting in the past and to encourage even greater efforts in the future through these alternative funding methods.

While I recognize the necessity to allow more latitude to Public Broadcasting stations to encourage funding, I also am aware that some will be tempted to stray into the preserves of commercial broadcasting. I would caution those who are so tempted to renew their awareness of the charter that brought non-commercial broadcasting into being in the first instance. I would also commend to them a careful reading of Paragraph 49 of the Second Report and Order.

I have long been supportive of Public Broadcasting and I fully intend to continue that support. As an important part of that concern it will be necessary to ensure that Public Broadcasting maintains its special character as delineated by both the Congress and this Commission.

April 23, 1981.

Additional Statement of Commissioner Abbott Washburn

Re: Second Report and Order Establishing Commission Policy Concerning the Noncommercial Nature of Public Broadcasting Stations.

Today the Commission has taken a major step in deregulating noncommercial radio and noncommercial television licensees. Our action addressed only the Commission's fundraising rules. Nevertheless, the simplifications and clarifications to those rules signal a new era for public broadcasting stations, their audiences, and their underwriters.

Specifically, our new rules give public broadcasters greater discretion and flexibility in the fundraising area while preserving the essential character of a noncommercial broadcasting service. Simply stated, *our new rules provide that no program or announcement can be made in return for consideration.* This "consideration received" rule will insure that public broadcasters continue to make their programming decisions apart from commercial marketplace pressures and insulated from dependence on advertising revenues. We continue our policy of allowing acknowledgements of contributions. In addition, the Commission has given individual public broadcasters wide discretion in identifying contributors and the concommitant responsibility to insure that the acknowledgements do not become advertisements.

The permission to use logos as part of the noncommercial television station's acknowledgements is one important aspect of the new rules. We have eliminated former policies that prohibited the use of logos, and I expect their use will increase the number of private companies that underwrite programs and general station operations. While our rulemaking on these matters was pending, PBS requested that we issue a declaratory ruling to allow logos, noting that careful use would not compromise the noncommercial nature of public television. Based on the record in this proceeding, I am convinced that permitting logos will not undermine the basic, noncommercial character of this service.

One of the likely effects of the new rules will be to increase the total contributions and the number of individual contributors to public stations. The increased breadth of private support should reduce the ability of any single, private or public entity to affect programming decisions and thus should help ensure that public stations provide an alternative programming service to the commercial broadcasting service. In addition, public broadcasting may become less dependent upon federal support for their operations and programming. In today's climate of reduced federal funding for public broadcasting, it is to the Commission's credit that we have been mindful of the Congressional policy that a significant portion of public broadcasting's financial support should come from the private sector. In view of the necessity for vigorous fundraising, especially now, the Commission has granted public broadcasters more latitude.

While we have attempted to address the financial needs of noncommercial stations, we have at the same time balanced that need against their obligation to provide a noncommercial broadcasting service. To a large degree, preserving this balance now becomes the responsibility of each noncommercial licensee. The changes permitted here must be implemented in such a fashion that licensees' actions remain consistent with their noncommercial character. Often, there will be a fine line to draw between acknowledging donors and their goods or services versus announcements which promote the sale of a product or service. I am confident that the public broadcasting licensees will not abuse the deregulatory measures adopted and that we can rely on their judgment, their independence, and their good faith to preserve the essential character of the noncommercial broadcasting service.

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THE NATIONAL ARCHIVES OF THE UNITED STATES
1934

PART II:

FEDERAL COMMUNICATIONS COMMISSION

■

Ascertainment of Community Problems by Noncommercial Educational Broadcast Applicants, Permittees, and Licensees

Title 47—Telecommunication

CHAPTER I—FEDERAL COMMUNICATIONS COMMISSION

[FCC 76-234; Docket No. 19816, RM 1851, RM 1874]

PART 1—PRACTICE AND PROCEDURE

Renewal of Noncommercial Educational Broadcast Licenses

In the Matter of Ascertainment of Community Problems by Noncommercial Educational Broadcast Applicants; Amendment of Section IV (Statement of Program Service) of FCC Broadcast Application Forms 340 and 342 (Noncommercial Educational Broadcast Applications); and Formulation of Rules and Policies Relating to the Renewal of Noncommercial Educational Broadcast Licenses.

1. On August 14, 1975, the Commission released a *Further Notice of Inquiry and Further Notice of Proposed Rulemaking* in Docket No. 19816.[1] The *Further Notice* proposed rules formalizing the methods by which noncommercial educational broadcast applicants were to ascertain the needs and interests of their communities.[2] Thirty-six comments were filed by noncommercial broadcast licensees, agencies affiliated with them, individuals, and public interest groups.[3] The background of this proceeding is sketched out below, followed by a summary of the comments received and a discussion of the rules adopted.

BACKGROUND

2. It is firmly established Commission policy that broadcast licensees, both commercial and noncommercial, must ascertain the needs and interests of their communities and must program to meet those needs. *Report and Statement of Policy Re: Commission En Banc Programming Inquiry*, 44 FCC 2303 (1960); *Alabama Educational Television Commission*, 50 FCC 2d 461 (1975). Prior to 1971, the methods of ascertainment were left largely to the licensee. However, in 1971, the Commission acted in response to numerous requests that ascertainment procedures no longer be permitted to evolve on an *ad hoc* basis and adopted a *Primer* introducing a more specific methodology to ascertainment policy for commercial broadcast licensees. The Commission indicated that the *1971 Primer* was intended for new licensees or for licensees proposing to serve significant new areas but that it would apply to renewal applicants on an interim basis only. Noncommercial broadcast applicants were to be excluded from the formal ascertainment requirements because ". . . given the reservation of channels for specialized kinds of programming, educational stations manifestly must be treated differently than commercial stations." 27 FCC 2d at 651.

3. On September 11, 1973, the Commission released a *Notice of Inquiry and Notice of Proposed Rulemaking*, 42 FCC 2d 690, in this docket in response to petitions for rulemaking filed by a number of parties requesting that we extend formal ascertainment procedures to noncommercial broadcast licensees. They argued, *inter alia*, that these licensees are no longer purely educational licensees offering in-school instructional programming, but that they have come to provide "public" programming to the community at large which often competes with the programming of commercial licensees. Therefore, it was said, they should be required to ascertain the needs of their communities in the same fashion as commercial licensees.

THE COMMISSION PROPOSAL

4. On August 14, 1975, the Commission released a *Further Notice of Inquiry and Further Notice of Proposed Rulemaking*, *supra*. These proposals were similar to those made for commercial renewal applicants in the *Further Notice of Inquiry and Further Notice of Proposed Rulemaking* in Docket 19715, 53 FCC 2d 3, 40 Fed. Reg. 22092 (1975), although allowances were made, e.g., for such educational broadcasting phenomena as extremely low-power (10 watt) stations and heavy reliance on volunteers. They were intended to apply to *all* noncommercial educational applications, renewal and otherwise.

5. The Commission proposed that noncommercial applicants for existing, new or modified broadcast facilities conduct interviews with leaders of significant groups found in their service areas and with members of the general public, as had been required of all commercial licensees to that point. All such applicants would interview leaders from categories set out in a Community Leader Checklist. Members of the general public would be interviewed through a roughly random sampling of the community. The documentation requirements of ascertainment were to include: placement in the public file of a narrative statement describing the methods used to ascertain members of the general public and the results obtained; summaries of interviews with community leaders: and a problems-programs list—yearly and retrospective for existing licensees, full-term and prospective for new applicants.

6. Relative flexibility was proposed in the format and level of these interviews for noncommercial educational applicants. The Commission proposed to allow volunteers as well as employees or outside statistical research firms to carry out the general public survey. The Commission proposed that up to 50% of the leadership interviews be permitted to be conducted by non-management level personnel or volunteers, and that the format of these interviews be liberalized to allow methods other than formal face-to-face contacts.

7. "Instructional" programs were found to be specifically within the expertise of educational or governmental agencies established to develop them, and therefore an inappropriate subject for ascertainment. The *Further Notice* pointed out, however, that this did not preclude ascertainment of community needs and interests which could be served in an educational program format, but that it referred to ascertainment directed toward in-school forms of instructional programming.

8. With the exception of 10-watt FM stations, the Commission proposed to promulgate similar rules for radio and television licensees. These 10-watt stations generally provide a city-grade signal with a radius of only a mile or so, and are generally licensed to educational institutions. Thus, the Commission believed that it would be impractical to require these stations to ascertain the needs and interests of their communities because most such signals do not even cover their entire communities. Also, the Commission proposed to extend a suggested commercial "small market" exemption to noncommercial licensees.[4] That exemption would relieve stations licensed to communities with populations of 10,000 or fewer persons, and outside any Standard Metropolitan Statistical Area (SMSA), from most formal aspects of the ascertainment rules, with the notable exception of the annual problems-programs lists. (Para. 48, *infra*)

9. The Commission proposed that statewide networks be required to conduct a local ascertainment of community needs and interests in each community for which they hold a license to operate a station. A number of other proposals were made, some of which were decided to be inadvisable in adoption of the commercial renewal ascertainment policy. These will be discussed below.

10. On December 15, 1975, the Commission adopted a unique ascertainment procedure for commercial renewal applicants. (Note 2, *supra;* hereinafter

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[1] *Ascertainment of Community Problems by Noncommercial Broadcast Applicants*, 54 FCC 2d 766 (1975). The rule as contained in a proposed Section 1.527 took such language from the present Section 1.526 as is currently in force for all applicants, permittees and licensees—commercial and noncommercial educational—and repeated it, as appropriate, for noncommercial educational broadcasters. Thus, in this proceeding, we are not only creating a new Section 1.527 to apply to the noncommercial educational situation, but also amending Section 1.526 to restrict it to broadcasters governed by the rules for commercial stations.

[2] Hereinafter, "noncommercial educational" is shortened to "noncommercial" for purposes of this document. Ascertainment for commercial applicants is governed by the *First Report and Order* in Docket 19715, FCC 75-1361, released January 7, 1976, 41 Fed. Reg. 1372 (renewal only), and by the 1971 *Primer on Ascertainment of Community Problems by Broadcast Applicants*, 27 FCC 2d 650 (other than renewal of license).

[3] See Appendix B. The period for filing comments was extended from September 15, 1975 to October 7, 1975. No reply comments were requested. We accept the late-filed comments of Spring Harbor College Communications, Inc. and E. Harold Munn, Jr.; the President's Committee on Employment of the Handicapped; and Alaska Public Television, Inc.

[4] The commercial small-market exemption was adopted in the *First Report and Order*, *supra*.

Renewal Primer) Existing licensees were to continue to ascertain community needs and interests through contact with community leaders and members of the general public, as is required of applicants under the *1971 Primer*. However, the Commission chose to require existing licensees to ascertain community needs and interests on a continuous basis throughout the license term, rather than in the six months prior to filing the pertinent application. Also, they were no longer to be required to conduct compositional studies of their communities. Instead, the field of choice of leaders to be interviewed was set out in a list of common community elements, the Community Leader Checklist. In consideration of these licensees' past experience within their communities, greater flexibility in the format and level of leader interviews was established. Finally, the Commission extended to radio the requirement—previously applicable to TV stations—that licensees place in their public files a list of up to ten significant problems ascertained in the preceding twelve months and illustrative examples of programs broadcast during that period to meet those needs. This latter obligation would devolve upon small-market licensees as well as others.

Summary of Comments

11. In the *Further Notice*, we stated that the role of noncommercial educational broadcasting has never been precisely defined, but declined to do so in this proceeding because we believed that "the flexibility and freedom of the service, is, in large part, fundamental to its existence." We recognized that it was not the legislative intent of Congress to limit these broadcasters solely to educational and cultural programming, but that the Communications Act of 1934, as amended in 1967, expressed a Congressional finding "that expansion and development of noncommercial educational radio and television broadcasting and of diversity of its programming depend on freedom, imagination, and initiative on both the local and national levels." 47 U.S.C. 396(a)(2). We concluded that:

> In establishing an ascertainment process for noncommercial broadcasters, we shall not attempt to relate the purpose of the ascertainment to the special "role" of the service as we might view it. Whatever the distinct role of public broadcasting may be, it should evolve as the service matures, and not be defined and imposed by the government. *Further Notice*, at 755.

12. A number of commenters nevertheless have asked that we consider the special role of the noncommercial broadcaster in promulgation of these rules. The Corporation for Public Broadcasting (CPB) states that its:

> Primary concern deals with the "focus" of the ascertainment procedure. Any ascertainment procedure that is required of noncommercial broadcasters should not be restricted merely to ascertainment of the "problems" of a community, or "needs" in a synonymous sense. The term "problems" should be interpreted broadly to include "interests and needs" in the sense of those life-enriching interests that are not served, or are not adequately served in the commercial broadcasting sector.

While CPB thus argues for widening the scope of ascertainment, Clark County School District (Clark County),[5] the University of Northern Colorado, and John H. Schmidt focus on an aspect of public broadcasting that they believe argues against imposing on noncommercial educational licensees ascertainment requirements as broad as those required for commercial licensees. They observe, as we did in our *Notice of Inquiry*, that the public broadcaster programs to meet the cultural and informational interests often given minimal attention by commercial broadcasters who normally program to reach a large mass audience. The noncommercial service can tolerate audiences that would spell immediate disaster in the commercial service. Thus, the University of Northern Colorado states that "ascertainment surveys tend to project majority preference" and the "Commission should make it clear that public noncommercial stations can make valuable contributions while programming to needs which reflect only slightly in ascertainment surveys."

13. An aspect of the special role of public television that received comment from well over a majority of the commenters, particularly those commenters who hold licenses for educational radio stations, was the observation that educational broadcasters forgo profit in the interest of special service to the public. This feature of the service, they argue, places effective use of staff and money at a premium and diversion of these limited resources to completion of the proposed formalized ascertainment will result in a diminution of direct service to the community without appreciable benefit. While most commenters agree that some form of ascertainment should be required, many maintain that more flexible methods should be permitted. CPB suggests that the Commission "fine tune" the requirements of ascertainment to the unique nature of the service, and that the Commission consider methods not currently permitted in ascertainment of community needs by commercial broadcasters, such as viewer advisory panels, community "feedback" systems, and regular public forums. Arkansas State University Public Radio Service (Arkansas State) suggests that we require noncommercial broadcast licensees to submit a listing of five or six community problems which the station feels it can best serve, a statement as to how those problems were determined and a list of illustrative programs that the licensee proposes to air to meet those problems. The Association of Public Radio Stations (APRS) suggests that the Commission permit each non-commercial educational broadcaster to determine its own ascertainment methodology as best suits its local conditions.

14. The National Citizens Committee for Broadcasting (NCCB) and National Black Media Coalition (NBMC) in a jointly filed comment, state that the funding sources and special Commission-granted status for public broadcasters confer a particular duty on these licensees to ascertain community needs and that this view is supported by the Commission decision in *Alabama Educational Television Commission, supra*. They argue, as does the United Church of Christ (UCC), that public broadcasters should be held to the rigorous standards of the *1971 Primer*. NCCB–NBMC add, however, that more innovative approaches to ascertainment should be expected of public broadcasters, and would require regular meetings with a community advisory board or "comparable mechanism," in addition to *1971 Primer* requirements. The New Jersey Coalition for Fair Broadcasting (Coalition) suggests that the Commission replace the general public survey with use of public access programming, public meetings with station policy makers, permanent community advisory boards, and other methods which encourage dialogue between the licensee and the community it serves.

Interviews With Community Leaders

15. As indicated in the preceding section, a number of commenters believe that formalized ascertainment would be too burdensome and costly for noncommercial education broadcasters. They generally argue for a more flexible form of ascertainment. On the other hand, some believe that rigorous *1971 Primer* style ascertainment should be required for these licensees. Little comment was received that otherwise questions the appropriateness of imposing the requirement that these licensees interview leaders of significant groups found in their communities of license and service areas, although procedural aspects were discussed. In the *Further Notice* we stated that a licensee who conducted at least one leadership interview per Checklist category during each year of the license term would be presumed to have conducted an adequate leadership survey. CPB argues against this presumption, stating that it would lull broadcasters into a false sense of achievement. As regards the Checklist, which records the numbers and categories of leadership interviews, Clark County suggests that we require that this be completed on a triennial rather than annual basis.[6] NCCB–NBMC and the Coalition request that licensees be required to indicate how many women and minorities were interviewed in each category. The National Federation of Community Broadcasters advises that we require such a breakout for all

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[5] This is a joint filing by Clark County, Educational Broadcasting Corporation and the University of Alaska. In addition, Alaska Public Television, Inc. asked that it be associated with these comments.

[6] The Committee for Community Access and the President's Committee on Employment of the handicapped request that we add "Media" and "Handicapped," respectively, to the Checklist categories.

leadership interviews conducted by management level personnel.

16. In the *Further Notice* we proposed to allow up to 50 percent of the leadership interviews to be conducted by non-management-level employees or by volunteers. Clark County states that we should shift from requiring 50 percent of these interviews to be conducted by management-level personel to a requirement that management-level personnel interview at least one leader in each category during the license term. NCCB argues that management-level personnel should be present during all interviews. APRS, which states that it is a dues-supported organization representing the majority of CPB-qualified stations, describes noncommercial stations as largely drawing "their lifeblood from the contributions of volunteer workers." It maintains that "without volunteers, the clear majority of public radio stations would fall silent." APRS states that these volunteers are spread throughout these stations' operations filling a wide variety of technical and on-the-air positions. WPKN adds that:

> A majority of noncommercial radio stations depend heavily upon student volunteers to staff their operations. Salaried full-time professionals are the exception, rather than the rule . . . Most student staffed stations, regardless of power, do not count even one full-time professional employee on their staff. In these cases, "managerial level" and "volunteer" mean the same thing.

John H. Schmidt, Temple University, and the National Federation of Community Broadcasters, recommend, therefore, that the Commission treat management-level volunteers as management-level employees for the purposes of completing these stations' ascertainment requirements. On the other hand, the University of New Haven posits that imposition of formal ascertainment requirements on stations that rely heavily on volunteers for their operation may affect the size of the volunteer pool available to these stations: "Out in the real world, when volunteers are forced to do anything, they cease volunteering."

17. We proposed a liberalization of *1971 Primer* policy for noncommercial educational broadcast licensees to permit considerable flexibility in planning leader surveys. Acceptable methods would include group meetings, on-the-air interviews, town hall setting, chance encounters, telephone interviews, etc. The Association of Public Radio Stations and Charles E. Buzzard recommend that the Commission permit any combination or blending of community leader surveys, monthly call-in programs or semi-annual meetings to satisfy a licensee's ascertainment obligations. Temple University suggests that liberal use of telephone interviews be permitted and that licensees be permitted to conduct all interviews outside of its community over the telephone. Arguing for greater formality in these interviews, the Advisory Council of National Organizations maintains that chance encounters should be entitled to less weight than other methods. NCCB-NBMC and the Coalition ask that we require licensees to inform the interviewee of the purpose of the interview.

THE GENERAL PUBLIC SURVEY

18. We proposed to extend to noncommercial applicants the requirement that they conduct a random survey of their community of license and those other communities within their service area that they are serving or propose to serve. Comments were requested on whether the purposes of the public survey might be met adequately by: the traditional random sampling; a monthly call-in program inviting members of the public to discuss the problems and needs of their community; or semi-annual public meetings where these matters are discussed. We stated that we were not convinced that the latter two methods would be appropriate substitutes for the traditional random sampling method.

19. Responses recommend that the suggested alternative methods be, to some extent, incorporated into the ascertainment process. As indicated above (para. 14), NCCB-NBMC argues that such methods be required in addition *1971 Primer* requirements while the Coalition views these and other suggestions as optional methods. The Office of Civil Rights of the Department of Health, Education, and Welfare (HEW) recommends that Citizens Advisory Committees be required as an adjunct of the general public survey. APRS, the National Association of Educational Broadcasters (NAEB), CPB and the Maryland Center for Public Broadcasters are also among those favoring substitution of the optional methods for the proposed general public survey requirements. WPKN states that call-in options to the general public survey are the most reasonable method for ascertainment of community needs and interests by student-staffed stations. The National Federation of Community Broadcasters supports flexible procedures but advises that we require ascertainment of more than merely a station's listenership in order to reflect the needs of a broader community.

20. In another vein, HEW states that conduct of public surveys only once during the license term is insufficient to keep pace with the considerable change of problems and needs within a community, "particularly so in the case of minority groups and women who may endeavor to improve their economic and legal positions through governmental equal opportunity regulations and changing societal attitudes." APRS and West Virginia Wesleyan College ask that we permit responses to the general public survey to be collected through the mails.

ASCERTAINMENT OF INSTRUCTIONAL NEEDS

21. The *Further Notice* distinguished "instructional" programming from "public" programming, indicating that we did not propose to require that noncommercial educational licensees ascertain the instructional needs of their communities. We specified that we considered instructional programming to be those forms of programming designed for use by any level of educational institution in the regular instructional program of the institution. We attempted to make clear that this does not mean that programs of general educational interest are considered instructional. We concluded that stations devoting 100 percent of their on-air time to instructional programming would not be required to ascertain the needs and interests of their communities.

22. The Maryland Center for Public Broadcasting and the Georgia State Board of Education support this view. The former states that it ascertains instructional needs by using an advisory board composed of representatives of every school district in the state. The latter argues that in many states, including Georgia, instructional programming is developed by the agency charged by the state or local government with the responsibility for education in the station's service area. CPB submits examples of methods currently employed by noncommercial educational licensees to assess instructional needs. It supports the procedures currently in use, but contends that exempting instructional broadcasters from ascertainment requirements:

> Is, ironically, to make of educational broadcasting a stepchild in its own homeland. While ascertaining these needs is only one part of the productive process—contact with the agencies and institutions now dealing with those needs, the universities, community and private colleges, and a variety of agencies offering adult informal education is also required—the basic step, understanding those needs, should not be left to chance. CPB urges the Commission to clarify its position by stating that a broadcaster has a responsibility to ascertain the general instructional needs of its community, which include inquiry as to general instructional and educational program needs, such as college courses, "how to do it," adult informal, classroom programming, etc.

10-WATT STATIONS

23. The limited range of most 10-watt stations—rarely placing a 1 mV/m signal beyond 5 miles—and their general use as training grounds for broadcast personnel, *inter alia*, led us to propose in the *Further Notice* that these stations be exempt from all ascertainment requirements. We noted that our policy in treating 10-watt stations differently than those with greater power is reflected in our Rules which permit 10-watt licensees to operate without meeting some of the technical requirements imposed upon all other licensees. See 47 C.F.R. § 73.501 *et seq*. The proposed exemption was supported by Southern Keswick, Inc., the National Association of Educational Broadcasters, and Clark County.

24. A number of comments opposed this exemption. CPB suggests that the Commission substitute flexible procedures for all broadcast licensees and allow no exemptions. It contends that the limited coverage of the 10-watt signal should make ascertainment easier to carry out. CPB, the University of Northern Colorado, and in a joint comment, 14 licensees, (see Connecticut Educational Television Corporation, Appendix B).

contend that failure to require ascertainment by 10-watt licensees results in inefficient use of the spectrum, since these stations may block the implementation of a higher-power station that will serve a larger portion of the community, and in that way serve a greater number of needs. Finally APRS maintains that if training is one of the main purposes of these stations, ascertainment methodology should not be excluded from that training.

State Broadcast Networks

25. The *Further Notice* observed that the existence of noncommercial state broadcast networks is one of the unique features of public broadcasting which makes the traditional ascertainment policy difficult to apply. It is common for a state network to originate its programming at one station and employ the others as "satellite-like" operations. Responding to the argument that statewide ascertainment should be permitted for these licenses we concluded that:

> We do not believe that the implications of statewide ascertainment can be reconciled with the local service policy which underlies our allocation of frequencies. We feel that state networks must conduct their ascertainment efforts so as to make contact with both leaders and the general public at the local level. The fact the staff per station ratio may be lower than average for certain state networks will, however, be a factor when judging the representativeness of their ascertainment effort.

26. UCC supports this view, while the Coalition maintains that state networks should be required to ascertain on both the state and local level. The Alabama Educational Television Commission supports local ascertainment by state networks, but believes that it is not feasible to have management-level participation in the process where the state network does not maintain management-level employees at each station. CPB strongly endorsed our proposal for local ascertainment, stating:

> *Community service* is the very essence of public broadcasting and the mere form of organization of the licensee should not become an excuse for overlooking the cultural, economic, and ethnic diversity of geographically separated units within the same jurisdiction, or the consequent diversity of the needs and interests manifest from unit to unit.

CPB goes on to say that its criteria for community service grants encourage the localization of State network program service by providing that each "station" within the State network may qualify for a separate grant, if it meets the basic local service requirements.

27. Strong dissent to this proposed rule was voiced by the Georgia State Board of Education (Georgia State), the Maryland Center for Public Broadcasting, NAEB, and in the joint comment of 14 broadcasters. They maintain that the allocation policy for state networks is not based on a general assumption of local service. The parties to the joint comments argue that in 1965 the Commission recognized that educational service in many states depended on deemphasizing local service and that economic factors prevented the ideal of building a local outlet for each major population center. They quote the *Fourth Report and Order* in Docket No. 14229:

> With respect to educational reservations, where individual States have submitted statewide plans, we have generally provided the channels required for statewide coverage of at least one educational service. In States where no formal statewide plan was submitted we chose appropriate cities from among those recommended by the NAEB so that if stations are constructed on these channels they will provide reception to all parts of the State. 41 FCC 1082, 1088, 5 RR 2d 1587, 1593 (1965).

Numerous other citations and quotes were provided to bolster the argument that we assigned these channels on the basis of state coverage rather than local coverage.

28. Georgia State holds licenses for eight television stations. Five of these, we are told, are licensed to communities which range in size from 2,214 to 5,300 persons. Thus, it concludes "to rely on ascertainment efforts concentrated in these few communities to determine the needs of the State would be to blink reality". Georgia State contends that this ascertainment proposal raises the prospect of jeopardizing investments made by States in "good faith reliance" on Commission grants for statewide service. A number of the objectors contended that the mode of operation—originating programming from one station and employing the others in a "satellite-like" fashion—is the only one that these networks can afford. The joint comment stated, for example, that "Nebraska's choice has been between quality statewide service originated from one location or no statewide service." It suggests that the level of local ascertainment should perhaps, be keyed to the level of local origination.

Small Market Exemption

29. The proposed small-market exemption would remove all educational broadcast stations licensed to communities with a population of 10,000 or fewer persons situated outside any Standard Metropolitan Statistical Area (SMSA) from any Commission inquiry into the manner in which they became aware of community problems and needs. This exemption was proposed as a test of the hypothesis that a broadcaster in a small community knows thoroughly the problems and needs of his town. It was accompanied, however, by a proposal that exempt licensees along with those not exempt deposit each year in their public files, cumulatively, for eventual submission with their renewal applications at the end of each three-year term, a list of up to 10 significant problems found in the community during the preceding 12 months, and illustrative programs addressed to those problems. For new applicants, the problems listed were to be current and the programs prospective.

30. A number of commenters suggested that licensees of stations in communities larger than 10,000 can also be presumed to know their communities thoroughly and higher ceilings were suggested. Southern Keswick supports this exemption, but suggests that we also exempt stations with fewer than five employees, as we do for the filing of Annual Employment Reports (FCC Form 395). The University of New Haven suggests the same exemption. The National Federation of Community Broadcasters supports such an exemption, but suggests that implementation of more flexible methods of ascertainment would be a better approach.

31. A number of commenters oppose the proposed exemption. The Coalition states that there are no facts to support the hypothesis that these licensees know their communities thoroughly, and even if there were there would certainly be exceptions to this rule. UCC maintains that ascertainment documentation is especially needed in small communities, where "town-gown" relationships are often strained. NCCB argues with the premise of the proposed exemptions and suggests that open channels for community feedback, or town hall forums may be suitable ascertainment methods for small community licensees. HEW believes that adoption of this exemption could have a potential adverse effect through exclusion of racial and ethnic minorities from ascertainment surveys. Finally, CPB contends that it finds it difficult to accept the assumption that these licensees know their communities so well that their service patterns to their communities cannot be improved. Further, they contend that this proposal appears to acknowledge that the proposed ascertainment procedures are too rigid. It, therefore, suggests that the Commission consider more flexible procedures and abandon the proposed small market exemption.

32. We note at this point that while many of the proposals made in the *Further Notice* received little comment in this proceeding, they were covered extensively in response to the *Further Notice of Inquiry and Notice of Proposed Rulemaking* in Docket 19715, 53 FCC 2d 3 (1975), which dealt with commercial renewal applications. Thus, our discussion of these proposals below may rely upon, and even incorporate, the discussion in the Docket 19715 *First Report, supra.*

Discussion

33. Congress, in amending the Communications Act through the Public Broadcasting Act of 1967, declared:

> that it furthers the general welfare to encourage noncommercial educational radio and television broadcast programming which will be responsive to the interests of people both in particular localities and throughout the United States and which will constitute an expression of diversity and excellence. 47 U.S.C. 396.

It is evident that the role of the noncommercial educational service has grown from purely "instructional programming" to include a broader variety of "public programming." It appears that many public broadcasters can and do program to meet cultural and informational interests often given minimal attention by commercial broadcasters, thus appealing to smaller audiences than commercial broadcasters could serve on a profitable basis. Lastly, noncommercial broadcasters generally operate under closer financial constraints than commercial licensees.

34. To the extent that noncommercial educational broadcasters fill special roles, these need not be the same for radio and television. In the view of one chief sponsor, educational radio service is not nearly as developed as its television counterpart.[7] It appears that CPB's extensive involvement in public television is not matched in the radio service, where more than half of all licensees do not possess the minimum qualifications for CPB assistance.[8] Not only is the governmental or institutional financial support for educational radio typically less firm than for educational TV, but it remains to be seen whether this form of radio will develop substantial dollar contributions from listeners in the way ETV has from its viewers. At the same time, educational radio's need or ability to survive without government assistance or listener contributions may represent its greatest opportunity for diverse, small-audience programming that is truly distinctive. For these reasons, we adopt here an ascertainment for radio which is less formal than that for ETV, but which nevertheless brings both services into the process of documented community surveying for the first time.

35. *Scope.* Under the *1971 Primer, supra,* the principal obligation of an applicant or existing licensee to ascertain within its community of license—with a secondary obligation to survey areas outside the community falling under its signal—has become well established and we need not discuss it here. A number of commenters contended that since their funding, as public broadcasters, is provided by local and state governments, such financing would not be available for ascertainment surveys going beyond these jurisdictions. We are not persuaded that the costs or other burdens of interviewing leaders who can be expected to possess a "broad overview" of problems outside the license community would be so great as to raise objections from providers of funds. Accordingly, as proposed in the *Further Notice* in this proceeding, and as decided in the *First Report* on commercial renewal ascertainment, we shall adhere to the *1971 Primer's* discussion of primary and secondary ascertainment responsibility in evaluating educational applications.

36. *Timing of Ascertainment.* Common to renewal applicants in both the radio and TV aspects of educational service, we believe, is the desirability of continuous ascertainment. *Further Notice,* Docket 19816, *supra,* and *First Report and Order,* Docket 19715, *supra.* We have received no comments here to alter that view. On the other hand, there are situations in which proximity of the ascertainment to the filing of the pertinent application is important. Thus, as is the case in the commercial field, noncommercial applicants for construction permits for new stations, for major changes in facilities,[9] or for assignment or transfer of license[10] shall be required to survey their respective communities within six months prior to the filing of those applications.

37. *Radio Methods.* For the reasons set out at Para. 34, *supra,* we shall permit noncommercial educational radio applicants and existing licensees to ascertain by any reasonable methods designed to provide them with an understanding of the problems, needs and interests of their service areas. This process is to be documented by a narrative statement regarding the sources consulted, the survey methods followed and the principal needs and interests discovered. Additionally, educational radio renewal applicants are to complete an annual list of up to 10 problems found in the community during the preceding 12 months, together with examples of programs broadcast to meet these problems. For new applicants, including assignees, the list of programs would be prospective. [Appendix A, Section 1.527(a)(7)] The narrative statement and the problems-programs list are to be maintained in the station's public file, and submitted to the Commission with the pertinent license application.

38. *Television.* Because of the result reached for radio here, we shall discuss in this section the bulk of the formal proposals in the *Further Notice.* The first step in the ascertainment process for both new and renewal television applicants is to compile and place in their public files demographic data on the community of license.[11] Such data shall consist of information relating to the total population of the station's community, including the numbers and proportions of males and females, of minorities, of youth (17 and under), and of older persons (65 and above). This data will assist the licensee in its use of the Community Leader Checklist and in its survey of the public. The data may be obtained from the U.S. Census Bureau or other similarly reliable source.

39. As to the selection of community leaders in a fashion that will represent the community, we believe that the Checklist proposed in the *Further Notice* in this docket—and, again, actually adopted for triennial filing in Docket 19715 for commercial renewals—is sufficiently comprehensive to embrace not only those cultural and "life-enriching" interests which CPB sees as the special province of educational broadcasting (Para. 12, *supra*) but also those traditional sources of opinion about problems and needs that no broadcaster wishing to serve its community should ignore. Whether a Checklist would tend to reflect majority preferences is not relevant. We are not suggesting that licensees program only to those needs that receive the greatest Checklist response. Ascertainment is merely a vehicle for determining the problems, needs, and interests of the licensee's service area. The licensee, of course, has broad discretion in determining which needs it proposes to serve. We specifically have considered requests that we add the elements "media" and "handicapped" to the Checklist. We shall decline to do so. These groups may qualify as significant in some cities, and even be subsumable under elements presently found on the Checklist. In any event, a licensee has the option of adding them if warranted. In a related matter, Temple University suggested that we permit programming material presented on subsidiary Communications Authorizations (SCA), (See 47 C.F.R. § 73.593 *et seq.*) to qualify as meeting local needs. We recognize that such offerings often greatly assist the visually handicapped.[12] They are presently authorized, however, only as ancillary to the main broadcast service, and thus ought not be mingled in our evaluation of the main service.

Numbers

40. We believe it advisable here, as it was in Docket 19715 on commercial renewal ascertainment, to retreat from the proposal of minimum numbers of community leaders per Checklist element. We stated in the *First Report and Order,* 41 Fed. Reg. 1372, at Para. 25:

> The comments received here have caused us to reconsider as well-intentioned but unwise our efforts to place a floor under the numbers of community leaders to be consulted. We sought to introduce a measure of predict-

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[7] See Statement of Henry Loomis, President of Corporation for Public Broadcasting, Before the HEW Subcommittee of the Committee on Appropriations, U.S. House of Representatives on February 6, 1976, 94th Cong., 2d Sess. (Appropriations under PL 94-192); and *Hearings on H.R. 4563 Before the Subcomm. on Communications of the House Comm. on Interstate and Foreign Commerce,* 94th Congress, 1st Session, ser. 94-34, at 203 (1975).

[8] *Policy for Public Radio Station Assistance-Qualifying Stations, CPB* (1975).

[9] Applicants for construction permits for changes in authorized facilities will be required to ascertain their communities of license and service areas when the station's proposed field intensity contours (Grade B for television, 1 mV/m for FM, or 0.5 mV/m for AM) encompass a new area that is equal to or greater than 50 percent of the area within the authorized field intensity contours. Only the additional areas to be served need be ascertained when the applicant has previously ascertained or is continuously ascertaining its service area.

[10] Except in *pro forma* cases where Form 316 is applicable.

[11] This requirement recognizes the availability of population data by community which usually is not measurable by "service area." We intend no change in the *1971 Primer,* as interpreted, under which ascertainment beyond the community of license may be accomplished solely through the leader survey. 27 FCC 2d 650, Q. and A. 7 (1971); see also discussion of modification of Q. and A. 17 on petition for reconsideration, 33 FCC 2d 394 (1972); and *Ken Stephens,* 53 FCC 2d 389 (1975).

[12] These services ordinarily provide local news; readings from local newspapers, current best sellers, and current periodicals; and infomation related to new developments of interest to the visually handicapped. These services, and the required specialized reception equipment, are ordinarily made available to the visually handicapped at no charge.

ability concerning ascertainment's quantitative aspects—a certain stability of expectation which would benefit both broadcasters and their citizen-evaluators. The magnitude and diversity of critical comment this inspired leads us to doubt the benefit in any change from the *Primer's* focus on a community leader ascertainment representative of all "significant elements" in the community—without reference to any set number or formula.

41. The "representativeness" we seek goes to the significance in the licensee's service area of the groups covered by the Checklist. Therefore, we do not seek a precise apportionment of interviews with women and minorities in relation to their numerical strength in the service area. If women as women—or women's groups as such—are significant, they should be represented in the survey; and the same is true of minority individuals and groups. How these persons are distributed among community elements obviously will vary widely from city to city.

LEVEL OF INTERVIEWS

42. The *Further Notice* proposed that all community leader consultations be conducted by principals and management-level employees when the application in question was other than renewal. For renewal applications, where licensees already are serving an area—and where principals and management presumably have been in contact with community leaders—we proposed allowing up to 50 percent of the interviews to be conducted by nonmanagement employees or volunteers. As indicated by Para. 37, *supra*, the question is mooted for radio stations, whose methodology is required only to be "reasonable." For educational television stations, we are inclined to believe that the 100%-management and 50%-management apportionment of community leader interviewing for new and renewal applicants respectively is workable, as suggested by the *Further Notice*. Although sympathetic to the importance of volunteers, we do not wish to be drawn into debates over whether a particular volunteer is operating at management level or below. Accordingly, no volunteer should be considered "principal" or "manager" for purposes of ascertainment interviewing. Volunteers may be utilized, however, wherever nonmanagement interviewing is permitted.

INTERVIEW FORMATS

43. Our *Further Notice* proposed that noncommercial licensees be afforded considerable flexibility in planning their leader surveys, and that we would accept a broad range of methods for leader interviews, to include group meetings, on-the-air interviews, town hall settings, chance encounters, telephone interviews, etc. We encouraged noncommercial applicants to experiment with a variety of methods. We shall adopt the proposals of the *Further Notice*, with caveats that interviews generally should be open-ended in order to assure that the response is not dictated by the form of the inquiry, if joint licensee or leader interviews are used, each community leader should be given an opportunity to freely express his views on community problems, and each broadcaster present must have an opportunity to question each leader. *Southern California Broadcasting Association, Inc.*, 30 FCC 2d 705 (1971). Telephone interviews should be documented, if possible, with contemporaneous notes or follow-up letters. If, after pursuing its chosen methods, the licensee fails to develop adequate information on the problems and needs of his community, he should pursue other methods until his goal has been achieved.

44. Within a reasonable time after completion of an interview with a community leader—which we perceive ordinarily to be no more than 45 days—these licensees must place in their files a leader contact form. (See sample, Appendix E). These forms shall include the name of the leader interviewed, the organization represented, the interviewee's position of leadership; the date, time and place of the interview; the problems and needs disclosed; the name of the interviewer, and the interviewer's supervisor, if any; and finally, the date of review of the record of consultation by a principal or manager of the licensee.

GENERAL PUBLIC SURVEY

45. The overwhelming support from diverse sources for use of optional forms of contact with the general public persuades us that we should permit considerable variation and experimentation by existing licensees. On the other hand, we believe that new applicants, purchasers and others acquiring or adding to an audience in a given community for the first time, not having established the listener rapport contemplated by the alternatives set out below, should utilize the roughly random survey of the general public which has developed under the *1971 Primer*. For renewal applicants who choose this traditional method, it may be performed at a single time during the license term, or throughout the period if randomness can be approximated thereby. For renewal applicants who choose this traditional method it may be performed at a single time during the license term, or throughout the period if randomness can be approximated thereby.[9] As has been noted earlier, applicants other than renewal—for whom the random sampling is required—will conduct their surveys within six months prior to filing the pertinent application.

46. Renewal applicants also may seek the views of the general public through periodic call-in programs or public meetings—the frequency to be a reasonable function of continuity—or some combination of these two basic methods. We stress that these may be treated as genuine "record" alternatives, and not merely as supplements to the traditional random sampling. We acknowledge that these optional methods are likely to produce a "response bias," and may tend to elicit a great volume of program preferences along with opinions about community problems and needs. We believe, however, that through its familiarity with the problems and needs mentioned by community leaders, the licensee will be able to place the responses from the public in an overall ascertainment context, and to take any response bias into consideration in programming to meet the needs of the whole public. Moreover, we believe that licensees will be able to sort out program preferences from problems, needs and interests, and make appropriate use of the several type of information in attempting to serve the public interest.

47. The *Further Notice* proposed to allow the random-sample general public survey to be conducted by principals, employees, volunteers, or a professional research group. We shall adopt that proposal with the caveat that volunteers—standing in the shoes of non-management employees for this purpose—should be closely supervised by principals or managers. As for the call-in programs and public meeting options discussed above, we see no reason why volunteers, again properly supervised, could not take part. We are inclined to limit the use of professional research firms, however, to their traditional role in random sampling of the general public. The optional methods, we believe, posit a directness of involvement between station staff and public which would be diminished by the intervention of an outside contractor. Within a reasonable time after completion of the public survey, or any discrete portion of a survey, by any of the methods discussed above, the licensee shall place in its public file a brief narrative statement covering the techniques and results of that survey. These narrative statements shall be submitted to the Commission with the licensee's renewal application.

PROBLEMS-PROGRAMS LIST

48. All non-exempt[10] licensees, radio and television alike, are required to deposit yearly in their public files a list of up to 10 significant problems and needs existing in their service area during the preceding 12 months, and a related list of illustrative programming presented during that period to treat those problems and needs. This list should demonstrate the link between each specific problem and the illustrative program meeting it. Placement in the station file should occur on the anniversary date of the filing of the renewal application, and, upon sending of that application to the Commission, all such annual problems-programs lists from the term about to expire should be transmitted with it. The requirement also applies to ascertainments in support of applications other than renewal, in which cases the lists of problems would be derived from the six-month pre-filing surveys and the

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[9] This may be accomplished, for example, by initially selecting a random group and contacting all members of this group, a few at a time, throughout the license term.

[10] Exempt licensees include those offering wholly instructional programming and those operating under Class D, 10-watt authorizations. See paras. 49 and 50, *infra*.

programs should be prospective offerings over the initial term of the license.

49 *Instructional Programming.* Our review of the comments received on the proposal to exempt instructional programming from ascertainment requirements indicates some misunderstanding. We proposed to exempt all programming characterized as "in-school," "in-service" or "for credit."[14] This exemption relates back to the inception of the educational broadcast service as an adjunct to university and school teaching facilities. Thus, while it may be true that an in-school credit course in advanced chemistry incidentally provides a service to the general public in understanding some aspect of environmental pollution, we do not propose to place on the broadcaster the burden of curriculum-building. This is for the academic institution sponsoring the in-school programs to decide, on behalf of its students. Naturally, ascertainments may turn up such problems as high illiteracy rates, racial tension, malnutrition, failure of the poor and elderly to make full use of governmental benefits, etc. Licensees who elect to treat such problems may do so, for example, by documentary, general educational or formal instructional programming. Thus, we do not mean to remove from ascertainment the discovery of certain needs merely because programming to them could be instructional, at the licensee's option. If, however, a licensee has chosen to program wholly "in-school" matter, then the selection of that material is beyond the pale of ascertainment, and such surveying will not be required.

50. *10-watt Stations.* The comments filed in this proceeding, on balance, lead us at this time to exempt 10-watt stations from any obligation to ascertain the needs and interests of their service areas or the institutions to which they are licensed. As we indicated in the *Further Notice,* the average 10-watt station places a city grade signal (3.16 mV/m) only about one mile. Only in rare instances will such a station's effective radiated power place a 1 mV/m signal out beyond five miles. Further consideration will be given in Docket No. 14185 to the contention that these facilities result in inefficient use of the spectrum by blocking the possible implementation of higher power stations to serve larger portions of their communities. See *Revision of Broadcast Rules,* 5 FCC 2d 587 (1966). Also, we have received a petition for rulemaking from CPB (RM–1974) requesting amendments to our noncommercial FM broadcast rules that would affect 10-watt licensing.

51. *State Networks.* In proposing to hold state network licensees to local ascertainment in each community where a station is licensed, we relied on "the local service policy which underlies our allocation of frequencies. We feel that state networks must conduct their ascertainment efforts so as to make contact with both leaders and the general public at the local level." *Further Notice, supra* at 780. We believe the argument for statewide-only ascertainment made by these network licensees—i.e., that educational channel assignments were expressly designed to provide statewide coverage of at least one educational broadcast "umbrella"—was not intended to, nor did it, defeat the concept of local service. The provision of a statewide *reception* service is not inconsistent with the existence of—or a potential for—local *transmission* services. We therefore shall require state networks to conduct a local ascertainment for each of their licensed stations having the capability to originate programming.[15] We note that the general public survey options (Para. 46, *supra*) may provide a measure of relief to these licensees. Also, in view of the unique staffing arrangements that exist at these stations, we believe that extraordinary use of the telephone in leadership surveys could be justified.

52. *Small Market Exemption.* Our review of the comments leads us to conclude that greater flexibility in the methods of ascertainment required for noncommercial educational licensees—which we believe is provided here, especially for radio—is more appropriate than an exemption based upon size of the community of license. Initially, we note that the selection of location for these facilities is usually made on the basis of considerations different from those of commercial licensees, who support their operations by the sale of commercial time. (See paragraphs 25–28, *supra*). The location of an educational station typically is dictated by the location of its affiliated educational institution. We suggest that stations licensed to educational institutions, and operated in large measure by transient students, may lack the continuity of community relationships and other-than-campus involvement which the small-town commercial licensee generally gains by virtue of its extended presence at the station and the personal involvement of its principals in functions that often would be delegated to employees of commercial stations in larger communities. Thus, we believe there is sufficient distinction between the usual situations of the commercial and noncommercial licensee in a smaller market to warrant an ascertainment exemption for the commercial station—as accomplished by the *First Report and Order* in Docket 19715, *supra*—while withdrawing from such an exemption for the noncommercial educational station.

CONCLUSION

53. The above represents the Commission's view regarding ascertainment of community needs by noncommercial broadcast applicants. Effectuating provisions have been added as new § 1.527 of our rules. Such new forms as are required are adopted, subject to approval of the General Accounting Office. (Appendix C and D). Section 1.527 of the rules will become effective May 3, 1976, for all licensees whose authorizations expire August 1, 1977, and thereafter. Licensees may begin ascertaining the needs and interests of their communities on the effective date noted above. The first date on which any noncommercial educational licensee need include in its public file—or, where required, file with the Commission—a problems-programs list, a Community Leader Checklist, or an ascertainment narrative statement (radio only), is April 1, 1977, which is the date for submission of renewal applications by licensees whose terms expire August 1, 1977—the first renewal group to actually file under the new procedures. Applicants other than for renewal of license must comply with Section 1.527 if their applications are filed on April 1, 1977 or thereafter.

54. Accordingly, it is ordered, pursuant to the authority contained in Sections 4(i) and 303 of the Communications Act of 1934, as amended, That subject to General Accounting Office approval, FCC Forms 340 and 342 are amended as set forth below, and the Commission's rules, are amended, by amendment of Section 1.526 and addition of Section 1.527, as set forth below, effective May 3, 1976 for all applicants for existing, new or modified noncommercial educational facilities.

55. It is further ordered, That this proceeding is terminated.

Adopted: March 11, 1976.

Released: March 22, 1976.

(Secs. 4, 303, 48 Stat., as amended, 1066, 1082; 47 U.S.C. 154, 303)

FEDERAL COMMUNICATIONS COMMISSION,*
[SEAL] VINCENT J. MULLINS,
Secretary.

1. Section 1.526 is amended by addition of the word "commercial" in the heading and its deletion in paragraph (a) as follows:

§ 1.526 Records to be maintained locally for public inspection by commercial applicants, permittees and licensees.

(a) *Records to be maintained.* Every applicant for a construction permit for a new station in the broadcast services shall maintain for public inspection a file for such station containing the material in subparagraph (1) of this paragraph, every permittee or licensee of a station in the broadcast services shall maintain for public inspection a file for such station containing the material in subparagraph (1), (2), (3), (4), (5), (6), (7) and (9) of this paragraph, and every permittee or licensee of a television station shall maintain for public inspection a file for such station containing the material in subparagraph (8) of this paragraph: *Provided, however,* That the foregoing requirements shall not apply to applicants for or permittees or licensees of television broadcast translator stations, FM broadcast translator stations, or FM broadcast booster stations. The material to be contained in the file is as follows:

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[14] Instructional programming is defined in noncommercial broadcast form 342 as follows:

Instructional (I)ncludes all programs *designed to be utilized* by any level of educational institution in the regular instructional program of the institution. In-school, in-service for teachers, and college credit courses are examples of instructional programs. (emphasis added)

[15] Ascertainment requirements did not apply to translator facilities.

*Statements of Commissioners Hooks and Robinson filed as part of the original document.

* * * * *

2. Section 1.527 is added new to read as follows:

§ 1.527 Records to be maintained locally for public inspection by noncommercial educational applicants, permittees, and licensees.

(a) *Records to be maintained by all applicants, permittees and licensees.* Every applicant for a construction permit for a new station in the noncommercial educational broadcast services shall maintain for public inspection a file for such stations containing the material in subparagraphs (1) and (7) of this paragraph. Every permittee or licensee of a station in the broadcast services shall maintain for public inspection a file for such station containing the material in all subparagraphs of this paragraph. Provided, however, that the foregoing requirements shall not apply to applicants for, or permittees or licensees of, television broadcast translator stations, or FM broadcast booster stations. The material to be contained in this file is as follows:

(1) A copy of every application tendered for filing by the applicant for such station after May 13, 1965, pursuant to the provisions of this part, with respect to which local public notice is required to be given under the provisions of § 1.580 or § 1.594; and all exhibits, letters and other documents tendered for filing as part thereof, all amendments thereto, copies of all documents incorporated therein by reference, all correspondence between the Commission and the applicant pertaining to the application after it has been tendered for filing, and copies of Initial Decisions and Final Decisions in hearing cases pertaining thereto, which according to the provisions of §§ 0.451–0.461 of this chapter are open for public inspection at the offices of the Commission. Information incorporated by reference which is already in the local file need not be duplicated if the entry making the reference sufficiently identifies the information so that it may be found in the file, and if there has been no change in the document since the date of filing and the applicant, after making the reference, so states. If petitions to deny are filed against the application, and have been duly served on the applicant, a statement that such a petition has been filed shall appear in the local file together with the name and address of the party filing the petition.

NOTE: Applications tendered for filing on or before May 13, 1965, which are designated for hearing after May 13, 1965, with local notice being given pursuant to the provisions of § 1.594, and material related to such applications, need not be placed in the file required to be kept by this section. Materials tendered for filing after May 13, 1965, which contain major amendments to applications tendered for filing on or before May 13, 1965, with local notice of the amending application being given pursuant to the provisions of § 1.580, need not be placed in the file required to be kept by this section.

(2) A copy of every application tendered for filing by the licensee or permittee for such station after May 13, 1965, pursuant to the provisions of this part, which is not included in subparagraph (1) of this paragraph and which involves changes in program service, which requests an extension of time in which to complete construction of a new station, or which requests consent to involuntary assignment or transfer, or to voluntary assignment or transfer not resulting in a substantial change in ownership or control and which may be applied for on FCC Form 316; and copies of all exhibits, letters, and other documents filed as part thereof, all amendments thereto, all correspondence between the Commission and the applicant pertaining to the application after it has been tendered for filing, and copies of all documents incorporated therein by reference, which according to the provisions of §§ 0.451–0.461 of this chapter are open for public inspection at the offices of the Commission. Information incorporated by reference which is already in the local file need not be duplicated if the entry making the reference sufficiently identifies the information so that it may be found in the file, and there has been no change in the document since the date of filing and the licensee, after making the reference so states. If petitions to deny are filed against the application, and have been duly served on the applicant, a statement that such a petition has been filed shall appear in the local file together with the name and address of the party filing the petition.

(3) A copy of contracts listed in ownership reports filed in accordance with the provisions of § 1.615(e)(1) and which according to the provisions of §§ 0.451–0.461 of this chapter are open for public inspection at the offices of the Commission. Information incorporated by reference which is already in the local file need not be duplicated if the entry making the reference sufficiently identifies the information so that it may be found in the file, and if there has been no change in the document since the date of filing and the licensee or permittee, after making the reference, so states.

(4) Such records as are required to be kept by §§ 73.120(d), 73.590(d), and 73.657(d) of this chapter, concerning broadcasts by candidates for public office.

(5) A copy of every annual employment report filed by the licensee or permittee for such station pursuant to the provisions of this part; and copies of all exhibits, letters and other documents filed as part thereof, all amendments thereto, all correspondence between the permittee or licensee and the Commission pertaining to the reports after they have been filed and all documents incorporated therein by reference and which according to the provisions of §§ 0.451–0.461 of this chapter are open for public inspection at the offices of the Commission.

(6) The Public and Broadcasting; Revised Edition (see FCC 74-942, 39 FR 32288, September 5, 1974).

(7) Problems-programs lists, as follows:

(i) Every year, on the anniversary date on which the station's renewal application would be due for filing with the Commission, each non-exempt renewal applicant shall place in its public inspection file a listing of no more than ten significant problems and needs of the area served by the station during the preceding twelve months. In relation to each problem or need cited, licensees and permittees shall indicate typical and illustrative programs or program series, excluding ordinary news inserts of breaking events, which were broadcast during the preceding twelve months in response to those problems and needs. Such a listing shall include the title of the program or program series, its source, type, brief description, time broadcast and duration. Renewal applicants shall place the third annual listing in the station's public inspection file on the due date of the filing of the station's application for renewal of license. Upon the filing of the station's application for renewal of license, the three annual problems-programs listings shall be forwarded to the Commission as part of the application for renewal of license. The annual listings are not to exceed five pages each, but may be supplemented at any time by additional material placed in the public inspection file and identified as a continuation of the information submitted to the Commission.

(ii) A non-exempt applicant for other than renewal of license shall submit to the Commission as part of its application, and place in its public inspection file, a listing of no more than ten significant problems and needs of the area proposed to be served during the initial license term to be covered by the application. In relation to each problem or need cited, such applicants shall indicate typical and illustrative programs or program series, excluding ordinary news inserts of breaking events, which are proposed for broadcast during the initial license term, in response to those problems and needs. This listing shall include the title of the proposed program or program series (if available), its source, type, a brief description, proposed time of broadcast and duration.

NOTE 1: The engineering section of the applications mentioned in subparagraphs (1) and (2) of this paragraph, and material related to the engineering section, need not be kept in the file required to be maintained by this paragraph. If such engineering section contains service contour maps submitted with that section, copies of such maps, and information (state, county, city, street address, or other identifying information) showing main studio and transmitter location shall be kept in the file.

NOTE 2: For purposes of paragraphs (a)(7) and (b) and (c) of this section exempt applicants, permittees or licensees include those whose existing or prospective facilities are Class D FM stations ("10-watt") under

Section 73.504(b)(1) or whose programming is wholly "Instructional" within the meaning of the instruction in Section IV of Forms 340 and 342 and the Report and Order in *Ascertainment of Community Problems by Noncommercial Broadcast Applicants*, 40 FR 12424, March 25, 1976, at para. 49.

(b) *Records to be maintained by non-exempt applicants, permittees, and licensees in the noncommercial educational radio service.* In addition to the requirements set out in paragraph (a) of this section, each radio applicant, permittee and licensee in the noncommercial educational radio service shall place in its public inspection file at such time as its renewal application would ordinarily be filed with the Commission—or in the case of applicants other than for renewal of license, at the time the application is filed—a narrative statement detailing the sources consulted and the methods followed in conducting its ascertainment of community needs and interests and summarizing principal needs and interests discovered through that survey. These items shall also be filed with the Commission as a part of the licensee's application.

(c) *Records to be maintained by applicants, permittees, and licensees in the noncommercial educational television service.* In addition to the requirements set out in paragraph (a) of this section, each applicant, permittee, and licensee in the noncommercial educational television service that is required to maintain a public file under paragraph (a) of this section shall maintain the following in its public inspection file:

(1) Appropriate documentation relating to its efforts to interview a representative cross-section of community leaders in its service area to ascertain its problems and needs. Such documentation shall be placed in the station's public inspection file within a reasonable time after the date of completion of each interview, but in no event later than the due date for filing the station's application for renewal of license, and shall include: (a) the name, address, organization, and position or title of the community leader interviewed; (b) the date, time and place of the interview; (c) the name of the principal, management-level or other employee or volunteer conducting the interview; (d) the problems and needs discussed during the interview or when the interviewee requests that his/her statements be held in confidence, that request shall be noted; and (e) for interviews conducted by non-principals or non-managers the date of review of the interview record by a principal or management-level employee. Additionally, upon the filing of the application for renewal of license each licensee shall forward to the Commission as part of the application for renewal of license and each licensee and permittee shall place in the station's public inspection file, a checklist indicating the number of community leaders interviewed during the current license term representing elements found on the sample Community Leader Checklist (see *Ascertainment of Community Problems by Broadcast Renewal Applicants*, 41 FR 1372, 1384 (1976)); *provided that*, if a community lacks one of the enumerated institutions or elements, the licensee and permittee should so indicate by providing a brief explanation on its checklist. The same rules apply to applicants for other than renewal of license except that the checklist for an ascertainment of community leaders shall reflect information obtained within six months prior to filing and shall be placed in the public file no later than the time the application is filed.

(2) Documentation relating to its efforts to consult with members of the public to ascertain community problems and needs. Such documentation shall consist of:

(i) Information relating to the total population of the station's community of license, including the numbers and proportions of males and females; of minorities; of youth (17 and under); and the numbers and proportions of the elderly (65 and over); and

(ii) Information regarding the public survey. An applicant for other than renewal of license shall conduct a random survey of the general public in its community of license within six months prior to filing its application, and shall file the information requested in subparagraph (A) below. Applicants for renewal of license may, at their option, conduct a random general public survey, periodic call-in programs, periodic public meetings or a combination of the latter two methods. Licensees should file information describing the methods used as set out in subparagraphs (A), (B), and (C), as a part of their renewal applications:

(A) If a random general public survey is conducted, a narrative statement, not to exceed five pages in length, of the sources consulted and the methods followed in conducting the general public survey, including the number of people surveyed and the results thereof;

(B) If a periodic call-in program is used, a narrative statement for each such program describing the numbers of persons reached, the duration of the program(s), the manner in which notice of the airing of the program was given to the public, the issues discussed and other relevant descriptive material; and

(C) If periodic public meetings are used, a narrative statement for each such meeting describing the time and place of the meeting, the approximate number of persons present and speaking, the duration of the meeting, the manner in which notice of the meeting was given to the public, the issues discussed, the names and titles of station representatives present and other relative descriptive material.

The information requested in subparagraphs (A), (B) and (C) above shall be placed in the public inspection file within a reasonable time after completion of the public ascertainment—or severable portion thereof, such as each call-in program or public meeting—but in no event later than the due date for filing the application, and shall be filed with the Commission as a part of the renewal application. The demographic information requested in (i) above shall be deposited in the public file no later than the time at which the information called for by (ii), or some portion thereof, is deposited.

(3) Although not part of the regular file for public inspection, program logs for television stations will be available for public inspection under the circumstances set forth in § 73.674 and discussed in the Public and Broadcasting; Revised Edition.

(d) *Responsibility in case of assignment or transfer.* (1) In cases involving applications for consent to assignment of broadcast station construction permits or licenses, with respect to which public notice is required to be given under the provisions of § 1.580 or § 1.594, the file mentioned in paragraph (a) of this section shall be maintained by the assignor. If the assignment is consented to by the Commission, and consummated, the assignee shall maintain the file commencing with the date on which notice of the consummation of the assignment is filed with the Commission. The file maintained by the assignee shall cover the period both before and after the time when the notice of consummation of assignment was filed. The assignee is responsible for obtaining copies of the necessary documents from the assignor or from the Commission files.

(2) In cases involving applications for consent to transfer of control of a permittee or licensee of a broadcast station, the file mentioned in paragraph (a) of this section shall be maintained by the permittee or licensee.

(e) *Station to which records pertain.* The file need contain only applications, ownership reports, and related material that concern the station for which the file is kept. Applicants, permittees, and licensees need not keep in the file copies of such applications, reports, and material which pertain to other stations with regard to which they may be applicants, permittees, or licensees, except to the extent that such information is reflected in the materials required to be kept under the provisions of this section.

(f) *Location of records.* The file shall be maintained at the main studio of the station, or at any accessible place (such as a public registry for documents or an attorney's office) in the community to which the station is or is proposed to be licensed, and shall be available for public inspection at any time during regular business hours.

(g) *Period of retention.* The records specified in paragraph (a)(4) of this section shall be retained for the periods specified in §§ 73.120(d), 73.590(d) and 73.657(d) of this chapter. The manual specified in paragraph (a)(6) of this section shall be retained indefinitely. The records specified in paragraphs (a) (1), (2), (3), (5), (7); (b); and (c) of this section shall be retained as follows:

(1) The applicant for a construction permit for a new station shall maintain such a file so long as the proceeding in which that application was filed is pending before the Commission or any proceeding involving that application is

pending before the courts. (If the application is granted, subparagraph (2) of this paragraph shall apply.)

(2) The permittee or licensee shall maintain such a file so long as an authorization to operate the station is outstanding, and shall permit public inspection of the material as long as it is retained by the licensee even though the request for inspection is made after the conclusion of the required retention period specified in this subparagraph. However, material which is voluntarily retained after the required retention time may be kept in a form and place convenient to the licensee, and shall be made available to the inquiring party in good faith after written request, at a time and place convenient to both the party and the licensee. Applications and other material placed in the file shall be retained for a period of 7 years from the date the material is tendered for filing with the Commission, with two exceptions: First, engineering material pertaining to a former mode of operation need not be retained longer than 3 years after a station commences operation under a mode; and second, all of the material shall be retained for whatever longer period is necessary to comply with the following requirements: (i) Material shall be retained until final Commission action on the second renewal application following the application or other material in question; and (ii) material having a substantial bearing on a matter which is the subject of a claim against the licensee, or relating to a Commission investigation or a complaint to the Commission of which the licensee has been advised, shall be retained until the licensee is notified in writing that the material may be discarded, or, if the matter is a private one, the claim has been satisfied or is barred by statutes of limitations. Where an application or related material incorporates by reference material in earlier application and material concerning programming and related matters (section IV and related material), the material so referred to shall be retained as long as the application referring to it.

(h) Copies of any material in the public file of any television station shall be available for machine reproduction upon request made in person, provided the requesting party shall pay the reasonable cost of reproduction. Requests for machine copies shall be fulfilled at a location specified by the licensee, within a reasonable period of time, which in no event shall be longer than seven days. The licensee is not required to honor requests made by mail but may do so if it chooses.

APPENDIX B—PARTIES FILING COMMENTS

Advisory Council of National Organizations, Washington, D.C.
Alabama Educational Television Commission.
Alaska Public Television, Inc. (KAKM-TV), Anchorage, Alaska.
Arkansas State University Public Radio Service (KASU-FM), Jonesboro, Arkansas.
Association of Public Radio Stations (APRS).
Board of Education, Memphis City Schools (WQOX-FM), Memphis, Tennessee.
Board of Trustees of Vincennes University [WVUT(TV) and WVUB-FM], Vincennes, Indiana.
Charles E. Buzzard (General Manager, KMCR-FM), Phoenix, Arizona.
Clark County School District (KLVX-TV, Las Vegas, Nevada); Educational Broadcasting Corporation (WNET, Newark, New Jersey); and the University of Alaska (KUAC and KUAC-TV, Fairbanks, Alaska) (Joint Comments).
Committee for Community Access, Boston, Massachusetts.
Connecticut Educational Television Corporation, University of Illinois Board of Trustees, Central Michigan University, Lehigh Valley Educational Television Corporation, University of Maine, Regents of the University of Michigan, University of Nebraska. Nebraska Educational Television Commission, Northeastern Pennsylvania Educational Television Association, South Carolina Educational Television Network, South Central Educational Broadcasting Council, Virginia Public Telecommunications Council, Board of Regents of the University of Wisconsin System, and the State of Wisconsin—Educational Communications Board (Joint Comments).
Corporation for Public Broadcasting (CPB).
Department of Health, Education, and Welfare, Office for Civil Rights (HEW).
Georgia State Board of Education.
KLCS 58, Los Angeles City Schools. Los Angeles, California.
Maryland Center for Public Broadcasting.
Michigan State University.
Lorenzo W. Milam, Dallas, Texas.
National Association of Educational Broadcasters (NAEB).
National Citizens Committee for Broadcasting and National Black Media Coalition (Joint Comments) (NCCB-NBMC).
National Federation of Community Broadcasters, Inc.
New Jersey Coalition for Fair Broadcasting (Coalition).
Office of Communication of the United Church of Christ (UCC).
The President's Committee on Employment of the Handicapped.
John H. Schmidt, WBAU, Garden City, New York.
School System of Gary (WGVE-FM), Gary, Indiana.
South Dakota Public Television Network.
Southeastern Bible College, Birmingham, Alabama.
Southern Keswick, Inc., St. Petersburg, Florida (WKES, St. Petersburg, Florida; WGNB, Indian Rocks Beach, Florida).
Spring Arbor College Communications, Inc., and E. Harold Munn, Jr. (WSAE-FM), Spring Arbor, Michigan.
Temple University of the Commonwealth System of Higher Education (WRTI), Philadelphia, Pennsylvania.
University of Houston (KUHT, Houston; KLRN, Austin-San Antonio; KERA, Dallas-Fort Worth, Texas).
University of New Haven (WNHU), West Haven, Connecticut.
University of Northern Colorado (KUNC-FM), Greeley, Colorado.
West Virginia Wesleyan College (WVWC-FM), Buckhannon, West Virginia.
WPKN, Bridgeport, Connecticut.

APPENDIX C

1. FCC Form 340, Section IV is amended by the addition of the following questions:

6. State what percentage of the station's ordinary broadcast week will be devoted to instructional programming (see definition of instructional programming above).

7. Has the applicant placed in its public inspection file the required documentation relating to its efforts to ascertain community problems and needs? If "No", explain.

☐ Yes ☐ No

Radio applicants attach as Exhibit No. ---- the narrative description of this survey (as required by Section 1.527(b) of the Commission's Rules).

8. Has the applicant placed in its public inspection file the list of no more than 10 significant problems and needs which, in the applicant's judgment, warrant treatment during the coming term, and proposed typical and illustrative programming to be broadcast in response thereto?

☐ Yes ☐ No

Attach this listing as Exhibit No. -----.

9. Television applicants attach as Exhibit No. ---- the Community Leader Checklist for your ascertainment effort conducted six months prior to filing.

2. FCC Form 342, Section IV is amended by addition of the following questions:

4. State what percentage of the station's programming was devoted to instructional programming during an ordinary week of the past license term.

5. Has the applicant placed in its public inspection file at the appropriate times the required documentation relating to its efforts to ascertain the community problems and needs?

☐ Yes ☐ No

Radio applicants attach as Exhibit No. ---- the narrative description of this survey (as required by Section 1.527(b) of the Commission's Rules).

Television applicants attach as Exhibit No. ---- the narrative description of the public survey (as required by Section 1.527 (c)(2) of the Commission's Rules).

6. Television applicants attach as Exhibit No. ---- your Community Leader Checklist.

7. Has the applicant placed in its public inspection file at the appropriate times its annual lists of no more than 10 significant problems and needs which, in the applicant's judgment, warranted treatment by its station, together with the typical and illustrative programming broadcast in response thereto?

☐ Yes ☐ No

Attach those listings as Exhibit No. -----.

APPENDIX D.—*Sample—community leaders checklist*

Institution/element	Number	Not applicable (explain briefly)
1. Agriculture		
2. Business		
3. Charities		
4. Civic, neighborhood, and fraternal organizations		
5. Consumer services		
6. Culture		
7. Education		
8. Environment		
9. Government (local, county, State and Federal)		
10. Labor		
11. Military		
12. Minority and ethnic groups		
13. Organizations of and for the elderly		
14. Organizations of and for women		
15. Organizations of and for youth (including children) and students		
16. Professions		
17. Public Safety, health, and welfare		
18. Recreation		
19. Religion		
20. Other		
While the following are not regarded as separate community elements for purposes of this survey, indicate the number of leaders interviewed in all elements above who are:		
(a) Blacks		
(b) Hispanic, Spanish speaking, or Spanish-surnamed Americans		
(c) American Indians		
(d) Orientals		
(e) Women		

APPENDIX E—SUGGESTED LEADER CONTACT FORM

Date:

Name and address of person contacted: ----

Organization(s) or group(s) represented by person contacted: ----

Date, time and place of contact: ----

Method of contact: ----

Problems, needs and interests identified by person contacted: ----

Name of interviewer: ----

Reviewed by ----- Position ----

Date ----

[FR Doc.76-8310 Filed 3-24-76;8:45 am]

SUBPART D—REMOTE PICKUP BROADCAST STATIONS

DEFINITIONS AND ALLOCATION OF FREQUENCIES

§ 74.401 Definitions.

Associated broadcasting station(s). The broadcasting station or stations with which a remote pickup broadcast station or system is license as an auxiliary and with which it is principally used.

Authorized bandwidth. The occupied or necessary bandwidth, whichever is greater, authorized to be used by a station.

Automatic relay station. A remote pickup broadcast base station which is actuated by automatic means and is used to relay transmissions between remote pickup broadcast base and mobile stations, between remote pickup broadcast mobile stations and from remote pickup broadcast mobile stations to broadcasting stations. (Automatic operation is not operation by remote control.)

Carrier power. The average power at the output terminals of a transmitter (other than a transmitter having a suppressed, reduced or controlled carrier) during one radio frequency cycle under conditions of no modulation.

Mean power. The power at the output terminals of a transmitter during normal operation, averaged over a time sufficiently long compared with the period of the lowest frequency encountered in the modulation. A time of 1/10 second during which the mean power is greatest will be selected normally.

Necessary bandwidth. For a given class of emission, the minimum value of the occupied bandwidth sufficient to ensure the transmission of information at the rate and with the quality required for the system employed, under specified conditions. Emissions useful for the good functioning of the receiving equipment, as for example, the emission corresponding to the carrier of reduced carrier systems, shall be included in the necessary bandwidth.

Network entity. An organization which produces programs available for simultaneous transmission by 10 or more affiliated stations, and having distribution facilities or circuits available to such affiliated stations in service at least 12 hours each day.

Occupied bandwidth. The frequency bandwidth such that, below its lower and above its upper frequency limits, the mean power radiated are each equal to 0.5 percent of the total mean power radiated by a given emission.

Operational communications. Communications concerning the technical and programming operation of a broadcast station and its auxiliaries.

Remote control operation. Operation of a base station by a properly designated person on duty at a control position from which the transmitter is not visible but that position is equipped with suitable controls so that essential functions can be performed therefrom.

Remote pickup broadcast base station. A remote pickup broadcast station authorized for operation at a specified location.

Remote pickup broadcast mobile station. A remote pickup broadcast station authorized for use while in motion or during halts at unspecified locations. (As used in this Subpart, mobile stations include hand-carried, pack-carried and other portable transmitters.)

Remote pickup broadcast stations. A term used in this Subpart to include both remote pickup broadcast base stations and remote pickup broadcast mobile stations.

Station. As used in this Subpart, each remote pickup broadcast transmitter, and its associated accessory equipment necessary to the radio communication function, constitutes a separate station.

Studio. Any room or series of rooms equipped for the regular production of broadcast programs of various kinds. A broadcasting booth at a stadium, convention hall, church, or other similar place is not considered to be a studio.

System. A complete remote pickup broadcast facility consisting of one or more mobile stations and/or one or more base stations authorized pursuant to a single license.

§ 74.402 Frequency assignment.

(a) The following frequencies may be assigned for use by remote pickup broadcast stations:

(1) *Group A* (kHz): 1606,[1] 1622, 1646.

(2) *Group D* (MHz): 25.87,[2] 26.15, 26.25, 26.35.

Group E (MHz): 25.91; [2] 26.17, 26.27, 26.37.

Group F (MHz): 25.95;[2] 26.19; 26.29; 26.39.

Group G (MHz): 25.99; [2] 26.21; 26.31; 26.41.

Group H (MHz): 26.03; [2] 26.23; 26.33; 26.43.

(3) *Group I* (HMz): 26.07; [3] 26.11; 26.45.

Group J (MHz): 26.09; [2] 26.13; 26.47.

(4) *Group* K_1[3] (MHz): 152.87[3], 152.93[3], 152.99[3], 153.05[3], 153.11[3], 153.17[3], 153.23[3], 153.29[3], 153.35[3].

Group K_2[8] (MHz): 161.64[5]; 161.67[5]; 161.70[5]; 161.73[5]; 161.76 [5].

(5) *Group L* (MHz); 166.25 [4].

Group M (MHz); 170.15 [4].

(6) *Group* N_1 (MHz): 450.050; 450.150; 450.250; 450.350; 450.450; 450.550; 455.050; 455.150; 455.250; 455.350; 455.450; 455.550.

Group N_2 (MHz): 450.0875; 450.1125; 450.1875; 450.2125; 450.2875; 450.3125; 450.3875; 450.4125; 450.4875; 450.5125; 450.5875; 450.6125; 455.0875; 455.1125; 455.1875; 455.2125; 455.2875; 455.3125; 455.3875; 455.4125; 455.4875; 455.5125; 455.5875; 455.6125.

(7) *Group P* (MHz): 450.01 [6]; 450.02 [6]; 450.98 [6]; 450.99 [6]; 455.01 [6]; 455.02 [6]; 455.98 [6]; 455.99 [6].

(8) *Group R* (MHz): 450.650[7], 450.700[7], 450.750[7], 450.800[7], 450.850[7], 455.650[7], 455.700[7], 455.750[7], 455.800[7], 455.850[7].

Group S (MHz): 450.925,[7] 455.925.[7]

[1] Subject to the condition that no harmful interference is caused to the reception of standard broadcasting stations.

[2] Subject to the condition that no harmful interference is caused to stations in the broadcasting service.

[3] Subject to the condition that no harmful interference is caused to stations operating in accordance with the Table of Frequency Allocations set forth in Part 2 of the Commission's Rules and Regulations. Applications for licenses to use frequencies in this group must include statements showing what procedures will be taken to insure that interference will not be caused to stations in the industrial radio services.

[4] Operation on the frequencies 166.25 MHz and 170.15 MHz is not authorized (i) within the area bounded on the west by the Mississippi River, on the north by the parallel of latitude 37°30′ N., and on the east and south by the arc of the circle with center at Springfield, Ill., and radius equal to the airline distance between Springfield, Ill., and Montgomery, Alabama, subtended between the foregoing west and north boundaries; (ii) within 150 miles of New York City; and (iii) in Alaska or outside the continental United States; and is subject to the condition that no harmful interference is caused to government radio stations in the band 162–174 MHz.

[5] These frequencies may not be used by remote pickup stations in Puerto Rico or the Virgin Islands. In other areas, certain existing stations in the Public Safety and Land Transportation Radio Services have been permitted to continue operation on these frequencies on condition that no harmful interference is caused to remote pickup broadcast stations.

[6] The use of these frequences is limited to operational communications, including tones for signalling and for remote control and automatic transmission system control and telemetry.

[7] The use of these frequencies is limited to the transmission of program material and cues and orders immediately necessary thereto.

[8] Frequencies in Group K_1 and K_2 will not be licensed to network entities. Frequencies in Group K_1 will not be authorized to new stations for use on board aircraft.

(b) The following frequencies are allocated for assignment to remote pickup broadcast stations in Puerto Rico and the Virgin Islands only:

160.89 MHz, 160.95 MHz, 160.01 MHz, 161.07 MHz, 161.13 MHz, 161.19 MHz, 161.25 MHz, 161.31 MHz, 161.37 MHz.

NOTE.—These frequencies are shared with the Land Transportation Radio Service.

(c) For licensing purposes, a single system will consist of transmitters authorized to use the following combinations of frequency groups in a single area:

(1) Group A.

(2) One group from Groups D, E, F, G, or H; and/or either I or J.

(3) Groups K_1 and K_2 and/or either L or M.

(4) Groups N_1 and R.

(5) Group N_2.

(6) Group P.

(7) Group S.

(d) License applicants shall request assignment of only those frequencies, both in number and channel bandwidth, necessary for satisfactory operation. A licensee may operate a remote pickup broadcast system only if the system is equipped to operate on all assigned frequencies. It is not necessary that each transmitter within a system be equipped to operate on all authorized system frequencies.

(e) Remote pickup broadcast stations or systems will not be granted exclusive frequency assignments. The same frequency or frequencies may be assigned to other licensees in the same area. Applicants for licenses should select the frequencies closest to the lower band edges within a group that will meet operational requirements to promote the orderly and efficient use of the allocated frequencies.

§ 74.403 Frequency selection to avoid interference.

(a) Where two or more remote pickup broadcast station licensees are authorized to operate on the same frequency or group of frequencies in the same area and when simultaneous operation is contemplated, the licensees shall endeavor to select frequencies or schedule operation in such manner as to avoid mutual interference. If mutual agreement to this effect cannot be reached the Commission shall be notified and it will specify the frequency or frequencies on which each station is to be operated.

(b) The following order of priorities of transmissions shall be observed on all frequencies except those listed in § 74.402(a)(3), (a)(7) and (a)(8):

(1) Communications during an emergency or pending emergency directly related to the safety of life and property.

(2) Program material to be broadcast.

(3) Cues, orders, and other related communications immediately necessary to the accomplishment of a broadcast.

(4) Operational communications.

(5) Tests or drills to check the performance of stand-by or emergency circuits.

ADMINISTRATIVE PROCEDURE

LICENSING POLICIES AND GENERAL OPERATING REQUIREMENTS

§ 74.431 Special rules applicable to remote pickup stations.

(a) Remote pickup broadcast mobile stations may be used for the transmission of material from the scene of events which occur outside a studio and for the transmission of cues and orders and other related communications which are necessary to accomplish the broadcast. The program material transmitted by the remote pickup mobile station shall be intended or available for use by the licensee's associated broadcast station or network affiliated stations. The program material may also be transmitted to any other broadcast station. Editing or rearranging of the program material to meet the needs of the broadcast station is not precluded.

(b) A remote pickup broadcast mobile station may communicate with the broadcasting station or stations with which it is operating and with other remote pickup broadcast stations of its licensee. It may also relay the transmissions of other remote pickup broadcast stations of its licensee.

(c) In cases where a remote pickup broadcast mobile station is taken to the scene of an event to be broadcast and the operator-reporter wishes to leave the location of the transmitter in order to move about freely at the scene with a hand-carried or pack-carried transmitter in order to conduct interviews, obtain a better vantage point to view the scene or otherwise more effectively cover the event, the mobile station may be operated as a temporarily unattended automatic relay station subject to the following conditions:

(1) The output power of the hand-carried or pack-carried transmitter shall not exceed 2.5 watts.

(2) The unattended mobile station(s) shall be so equipped that it will only be activated by the carrier of the hand-carried or pack-carried transmitter. The unattended mobile station may also be used to relay transmission directed to the operator of the hand-carried or pack-carried unit; however, the transmitter output power shall not exceed 2.5 watts on an additional frequency used for this relay function.

(3) Unless the operator-reporter is equipped to continuously monitor use of the frequency on which the unattended transmitter operates, while moving about at the scene of the event, he shall make an observation on the frequency before leaving the location of the mobile transmitter to ascertain whether it is in use so as to avoid interference to other users.

(d) A remote pickup broadcast mobile station may be operated in other areas for a period of 30 days or less without prior authority of the Commission: *Provided*, That, no interference is caused to the programming operations of stations licensed in the area of intended operations. It shall be the responsibility of the licensee desiring to operate in other areas to coordinate for the utilization of frequencies with any licensees authorized to use those same frequencies in such other areas.

(e) A remote pickup broadcast base station may be used for the transmission of cues, orders, and instructions to remote pickup broadcast mobile stations in its system for the purpose of dispatching them to the scene where broadcasters may originate and direct their operation on the scene. Cueing may include brief transmission of program material to the remote pickup broadcast mobile station, if necessary. A remote pickup broadcast base station may also be used to relay transmissions, either directly or via an automatic relay station, to and from remote pickup broadcast mobile stations in its system. Remote pickup broadcast base station operating pursuant to § 74.432 (c) (2) and (c) (5) may communicate with other remote pickup broadcast base stations.

(f) Remote pickup broadcast base and mobile stations in Alaska, Guam, Hawaii, Puerto Rico and the Virgin Islands may be used for any purpose related to the programming or technical operation of a broadcasting station, except for transmissions intended for direct reception by the general public.

(g) Remote pickup broadcast base and mobile stations may be used for operational communications: *Provided*, That, such use is consistent with the priority requirements of § 74.403(b) and: *Provided further*, Operational communications may not be conducted on frequencies listed in § 74.402(a) (8). Operational communications shall be construed to include the transmission of alerting tones of short duration and special signals used for telemetry or control.

(h) In the event of damage or impairment of the regular communication and program circuits of a broadcasting station due to storms, floods, fires, strikes, equipment failures, or other similar causes, authorized remote pickup broadcast base and mobile stations may be used to provide such temporary circuits as may be needed to continue the broadcasting operation, pending the restoration of the regular circuits for a period not exceeding 30 days without further authority from the Commission.

(i) Remote pickup broadcast base and mobile stations associated with broadcasting stations participating in the Emergency Broadcast System, or a similar emergency survival communication system, may be used: (1) To transmit, for broadcasting station use, warning, instructions, and information relating to war, threat of war, a state of public peril or disaster, or other national, state, or local emergency constituting a threat to the safety of life or property; (2) for coordination of effort in connection with such broadcasts; and (3) for periodic tests or drills to ascertain the reliability of the circuit. Drills should not be conducted more than once a week and should be completed as quickly as possible. Individual transmitters may be turned on for alignment, adjustment, and repair whenever necessary. The conduct of a test or drill is subject to the condition that no interference will be caused to remote pickup broadcast base or mobile stations engaged in the transmission of program material, the preparation for such transmission, or other authorized operation.

(j) A licensee may operate two or more authorized remote pickup broadcast stations simultaneously on different authorized frequencies.

(k) Remote pickup broadcast base and mobile stations operated by one licensee may communicate with remote pickup broadcast base and mobile stations operated by another licensee, either directly or via an automatic relay station:

(1) For the purpose of scheduling the use of shared remote pickup broadcast frequencies, in order to minimize potential interference;

(2) When engaged in a pooled remote pickup operation.

(l) Automatic relay stations may be used to relay any authorized transmissions of other remote pickup broadcast stations operating on authorized remote pickup broadcast frequencies, except transmissions of another automatic relay station. Normally such transmission will originate from remote pickup broadcast stations operated by the licensee of the automatic relay station. However, transmissions of remote pickup broadcast stations operated by other licensees on a frequency occupied by an automatic relay station may be relayed for monitoring purposes to avoid interference which might be caused by actuating the automatic relay station when the frequency on which it would operate is occupied. Operation of the automatic relay station for monitoring observations shall be confined to the brief period necessary to determine whether the monitored frequency is in use.

§ 74.432 Licensing requirements and procedures.

(a) A license for a remote pickup broadcast station system will be issued only to the licensee of an AM, FM, noncommercial FM, television, or international broadcast station, or to an eligible network entity. To be eligible, a network entity must provide a program service for simultaneous transmission by 10 or more stations through circuit facilities available for program distribution to each affiliated station at least 12 hours of each day.

(b) A broadcasting station licensee is not limited with respect to the number of remote pickup broadcast stations or systems which may be licensed for operation in a single area.

(c) Remote pickup broadcast stations and systems will be licensed for use of a specified frequency group as designated in § 74.402 as follows:

(1) Base stations may be licensed as automatic relay stations, and, as such, will be separately licensed. An automatic relay station will be licensed to operate only on frequencies listed in § 74.402(a) 6, 7 and 8. Each automatic relay station shall be operated in accordance with the provisions of § 74.436. A licensee may be authorized to operate more than one automatic relay station; however, no more than two frequencies will be assigned a licensee for use by such stations in any single area. Automatic relay stations operating on a frequency listed in § 74.402(a) (6) shall operate in accordance with the priorities prescribed in § 74.403(b).

(2) Base stations may be authorized to provide one-way or two-way voice communications between the studio and transmitter of a broadcast station, the licensee of which is also the licensee of an aural or television broadcast STL station used for program transmission between the same two points, or to provide such voice communications between the point of origin and the termination of an aural or television intercity relay system. One or more fixed stations operated for these purposes will be licensed as a system and a single license will be issued for each such system. Automatic relay systems will not be authorized for use with these systems. Operation of these systems shall be limited to the frequencies listed in Groups I and J of § 74.402(a).

(3) Remote pickup broadcast mobile stations and the principal base station or base stations with which they communicate, excluding automatic relay stations, will be licensed as a system and a single base license will be issued for each such system. Any of the frequencies listed in § 74.402, as available to the location, may be assigned for use by stations in these systems.

(4) In the event a broadcasting station licensee wishes to operate one or more remote pickup broadcast mobile stations only, such station or stations will be licensed as a system and a single license will be issued for each such system. Any of the frequencies listed in § 74.402, as available to the location, may be assigned for use by stations in these systems.

(5) Base stations may be authorized to provide standby program circuits from places where official broadcasts may be made during a war, threat of war, or state of public peril or disaster or other national, state, or local emergency constituting a threat to the safety of life or property; and circuits to interconnect broadcasting stations participating in the Emergency Broadcast System or a similar emergency survival communication system. Each such station will be licensed separately. An applicant may request the assignment of any of the frequencies listed in § 74.402 as available to the location for these purposes.

(6) In Alaska, Guam, Hawaii, Puerto Rico, or the Virgin Islands, base stations may be licensed to provide program circuits between the studio and transmitter or to relay programs between broadcasting stations. Except in emergencies, such uses are not permitted within the 48 contiguous United States or the District of Columbia. Each station licensed for these purposes shall be licensed separately. Any of the frequencies listed in § 74.402 as available in the above places may be requested by an applicant. A base station operated pursuant to this subparagraph may be operated unattended: *Provided*, Such operation is conducted in accordance with the following:

(i) In the case where the station retransmits another station's signals received directly "off-the-air," the transmitter shall be equipped with automatic circuits that will cause it to cease radiating within 1 minute at times when no signal is being received from the station which it is relaying.

(ii) The transmitter shall be provided with adequate safeguards to prevent improper operation of the equipment.

(iii) The transmitter installation shall be adequately protected against tampering by unauthorized persons.

(iv) Whenever an unattended station is in operation, a person designated by and under control of the licensee shall be on duty at the receiving end of the circuit. The designated person need not be a licensed operator under Part 13 (Commercial Radio Operators) of the Commission's rules. The designated person on duty at the receiving end of the circuit shall observe circuit performance and initiate corrective action when required.

(v) It shall be the responsibility of the licensee to insure that any repairs or adjustments that may be necessary are made by a person technically qualified to do so.

(7) One or more fixed stations operating on Group P frequencies will be licensed as a system for control and telemetry signals between a remote control or automatic transmission monitoring and alarm points

and the broadcast site.

(d) Remote pickup system licensees will specify the minimum and maximum number of mobile units that may be operated within that system as follows:

from 1 to 5 stations
from 4 to 12 stations
from 10 to 24 stations
from 20 to 50 stations
45 or more stations (maximum to be specified on license application).

Licensees shall have installed and maintain in operating condition the minimum number of mobile units authorized within 120 days following the grant date of the license.

(e) The Commission will assign a separate call sign for each station or system separately licensed. The licensee of a remote pickup broadcast system shall assign an individual unit designator to each station in the system.

(f) An application for a new or renewal remote pickup station license shall specify the frequency or frequencies desired. Only those frequencies necessary for satisfactory operation shall be requested.

(g) An application for a remote pickup broadcast station or system shall specify the broadcasting station or stations (where more than one broadcasting station is specified, all such broadcasting stations shall be licensed to the applicant and to the same community) with which the remote pickup broadcast facility is to be principally used and the licensed area of operation for a system which includes mobile stations shall be the area considered to be served by the associated broadcasting station or stations. Mobile stations may be operated outside the licensed area of operation pursuant to § 74.431(d). Where the applicant for remote pickup broadcast facilities is the licensee of more than one class of broadcasting station (AM, FM, TV), all licensed to the same community, designation of one or more such stations as the associated broadcasting station or stations will not preclude use of the remote pickup broadcast facilities with those broadcasting stations not included in the designation and such additional use shall be at the discretion of the licensee.

(h) Each remote pickup broadcast station operated by a licensee shall be made available for inspection upon request by any authorized representative of the Commission. In cases where a series of broadcasts are to be made from the same location, portable or mobile transmitters may be left at such location for the duration of the series of broadcasts: *Provided*, The transmitting apparatus is properly secured so that it may not be operated by unauthorized persons when unattended. Prior Commission authority shall be obtained for the installation of any transmitting antenna which requires notification to the FFA, pursuant to § 71.7 of the Commission's rules and regulations, and which will be in existence for more than 2 days.

(i) The location of each remote pickup broadcast base station will be specified in the station or system license and such stations may not be operated at any other location without prior authority of the Commission.

(j) A remote pickup broadcast station or system may be authorized solely for operational communications provided such operation is confined to the frequencies listed in § 74.402(a) (7).

(k) In case of permanent discontinuance of operation of a station or system licensed under this Subpart, the licensee shall forward the station or system license to the issuing authority for cancellation. For purposes of this section, a station which is not operated for a period of one year, or is incapable of being operated within the time period specified in § 74.432 (d) is considered to have been permanently discontinued.

(l) Applications for renewal of authority to operate remote pickup broadcast stations filed after August 31, 1976, shall include information which identifies the stations to be included in each system designated by the licensee in accordance with the procedures set forth in this section.

NOTE.—Licensees of remote pickup broadcast stations licensed prior to August 31, 1976, should not file applications to consolidate individually licensed transmitters under a single system license until the renewal application of the associated broadcast station is filed. Applications filed between August 31, 1976, and the date of filing of the renewal applications to obtain authorization to use additional transmitters or modification of existing stations shall be restricted to a single system application necessary to accomplish the desired change, but may include consolidation of previously-licensed transmitters within the system license. Applications submitted for system licensing prior to the time when renewal applications would normally be filed which are unnecessary for either administrative or operational purposes will be returned as unacceptable for filing.

§ 74.433 Temporary authorizations.

(a) Special temporary authority may be granted for: operation of a remote pickup broadcast station licensed to another broadcasting station licensee; operation, as a remote pickup broadcast station, of equipment licensed to another class of station or service, or, operation of equipment of suitable design not heretofore licensed. Such authority will normally be granted only for special operations of a temporary nature.

(b) A request for special temporary authority for the operation of a remote pickup broadcast station may be made by informal application, which shall be filed with the Commission at least 10 days prior to the date of the proposed operation: *Provided*, That, an application filed within less than 10 days of the proposed operation may be accepted upon a satisfactory showing of the reasons for the delay in submitting the request.

(c) An informal request for special temporary authority shall be addressed to the Commission in Washington, D.C., or the Commission's Chicago Regional Office, as appropriate (see § 74.404), and shall set forth full particulars including: licensee's name, call letters of associated broadcasting station or stations, name and address of individual designated to receive return telegram, call letters of remote pickup station if assigned, type and manufacturer of equipment, power output, emission, frequency or frequencies proposed to be used, commencement and termination date and location of proposed operation, and purpose for which request is made including any particular justification. In the event that the proposed antenna installation will increase the height of any natural formation or existing man-made structure by more than 20 feet, a vertical plan sketch showing the height above ground of any existing structure, the elevation of the site above mean sea level, and the geographic coordinates of the proposed site, shall be submitted with the application.

(d) A request for special temporary authority shall specify a frequency or frequencies consistent with the provisions of § 74.402: *Provided*, That, in the case of events of widespread interest and importance which cannot be transmitted successfully on these frequencies, frequencies assigned to other services may be requested upon a showing that operation thereon will not cause interference to established stations: *And provided further*, In no case will operation of a remote pickup broadcast station be authorized on frequencies employed for the safety of life and property.

(e) An applicant requesting special temporary authority to operate, as a remote pickup broadcast station, equipment authorized for use by another class of station, shall, if the equipment to be used is not licensed to the applicant, submit a statement to show that temporary control of the transmissions therefrom has been secured for the duration of the special operation proposed.

(f) Special temporary authority to permit operation of remote pickup broadcast stations or systems pending Commission action on an application for regular authority will not normally be granted.

§ 73.434 Remote control operation.

(a) Remote control operation is permitted for remote pickup broadcast base stations only and such operation shall be in accordance with the following conditions:

(1) The transmitter shall be equipped with a device which will automatically prevent modulation in excess of the limits set forth in this Subpart or the control position shall be equipped with a percentage modulation indicator or calibrated program level meter.

(2) The person at the control position designated to operate the transmitter shall have on-and-off control of the transmitter output.

(3) The transmitter shall be inaccessible to other than duly authorized persons.

§ 74.435 [Reserved]

§ 74.436 Special requirements for automatic relay stations.

An automatic relay station installation shall, in addition to the relay transmitter, include a monitor receiver, a control unit, and one or more relay receivers.

(a) *Monitor receiver:* A receiver tuned to the frequency assigned to the automatic relay station and connected to the transmitting antenna used by the automatic relay station shall be in operation at the automatic relay station at all times when the relay transmitter is capable of being turned on automatically. The monitor receiver shall comply with the following requirements:

(1) The receiver shall be equipped with a "lock-out" control circuit which will prevent the relay transmitter from being turned on automatically whenever a signal other than the signal of the relay transmitter is being received.

(2) The sensitivity of the monitor receiver shall be such that a signal of 2 mV or more across the antenna input terminals will actuate the "lock-out" control which prevents the transmitter from being turned on automatically.

(3) The "lock-out" control shall be so designed that if the monitor receiver is inoperative the relay transmitter cannot be turned on automatically.

(b) Control unit: The control unit may be an integral part of the relay receiver or may be a separate unit into which the output of one or more relay receivers is fed. The control unit shall meet the following requirements:

(1) The control unit shall be so designed that it will turn the relay transmitter on only upon receipt of a predetermined coded signal consisting of at least two tones which may be transmitted either simultaneously or sequentially, or a series of at least three dissimilar pulse combinations transmitted sequentially. In lieu of the coded signal, the control unit may be designed so that the transmitter will remain operative only when receiving a continuous signal tone superimposed on the material being relayed.

(2) The control unit shall be capable of turning the transmitter off upon receipt of an appropriate signal. The complexity of the signal used to turn off the relay transmitter is left to the discretion of the licensee.

(3) The control unit shall also be designed so that the absence of a signal from the relay receiver either due to cessation of operation of the station being relayed or failure of the relay receiver or control unit, will automatically place the relay transmitter in an inoperative condition. A suitable time-delay factor may be incorporated to prevent actuation of the automatic cut-off due to momentary failures of the incoming signals.

(c) *Relay receiver:* One or more receivers tuned to frequencies used by the stations which are to be relayed by the automatic relay station, may be installed at the automatic relay station site. The receivers shall be installed so that they will turn the relay transmitter on and off only through the control unit. The choice of receivers and receiving antennas is left to the discretion of the licensee.

(d) The automatic relay station may accomplish the retransmission of the incoming signals by simple heterodyne frequency conversion or by modulating the transmitter with aural signals obtained by demodulation of the incoming signal. If the relay transmitter is to be modulated with aural signals the transmitter or the receiver or both shall be equipped with automatic controls which will prevent overmodulation of the relay transmitter.

(e) The transmitting apparatus and control equipment shall be adequately protected against tampering by unauthorized persons.

(f) An application for authority to construct an automatic relay station shall include a satisfactory showing as to the manner of compliance with the requirements of this section.

EQUIPMENT

§ 74.451 Type acceptance of equipment.

(a) Applications for new remote pickup broadcast stations or systems or for changing transmitting equipment of an existing station will not be accepted unless the transmitters to be used have been type accepted by the FCC pursuant to the provisions of this Subpart, or have been type accepted for licensing under Parts 21 or 90 of the FCC rules and do not exceed the output power limits specified § 74.461(b).

(b) Any manufacturer of a transmitter to be used in this service may apply for type acceptance for such transmitter following the type acceptance procedure set forth in Part 2 of the Commission's rules and regulations. Attention is also directed to Part 1 of the Commission's rules and regulations which specifies the fees required when filing an application for type acceptance.

(c) An applicant for a remote pickup broadcast station or system may also apply for type acceptance for an individual transmitter by following the type acceptance procedure set forth in Part 2 of the Commission's Rules and Regulations. Individual transmitters which are type accepted will not normally be included in the Commission's "Radio Equipment List".

(d) All transmitters marketed for use under this Subpart shall be type accepted by the Federal Communications Commission. (Refer to Subpart J of Part 2 of the Commission's Rules and Regulations.)

(e) Remote pickup broadcast station transmitting equipment authorized to be used pursuant to an application accepted for filing prior to December 1, 1977, may continue to be used by the licensee or its successors or assignees: *Provided, however,* If operation of such equipment causes harmful interference due to its failure to comply with the technical standards set forth is this subpart the Commission may, at its discretion, require the licensee to take such corrective action as is necessary to eliminate the interference.

(f) Each instrument of authority which permits operation of a remote pickup broadcast station or system using equipment which has not been type accepted will specify the particular transmitting equipment which the licensee is authorized to use.

[*§ 74.451(a) revised eff. 4–30–80; III(80)–1***]**

§ 74.452 Equipment changes.

(a) Prior Commission approval is required for any change in the overall height of an antenna structure, except where notice to the Federal Aviation Administration is specifically not required under § 17.14(b) of the Commission's rules and regulations.

(b) The licensee of a remote pickup broadcast station may, except as set forth in paragraph (d) of this section, make any other changes in the equipment that are deemed desirable or necessary, including replacement with type accepted equipment, without prior Commission approval: *Provided*, The proposed changes will not depart from any of the terms of the station or system authorization or the Commission's technical rules governing this service: *And provided further*, That any changes made to type accepted transmitting equipment shall be in compliance with the provisions of Part 2 of the Commission's rules and regulations concerning modification to type accepted equipment.

(c) Any equipment changes made pursuant to paragraph (b) of this section shall be set forth in the next application for renewal of license.

(d) All transmitters initially installed after November 30, 1977, must be type accepted for use in this service or other services as specified in § 74.451(a).

NOTE: [Deleted].

TECHNICAL OPERATION AND OPERATORS

§ 74.461 Transmitter power.

(a) Transmitter power is the power at the transmitter output terminals and delivered to the antenna, antenna transmission line, or any other impedance-matched, radio frequency load. For the purpose of this Subpart, the transmitter power is the carrier power.

(b) The authorized transmitter power for a remote pickup broadcast station shall be limited to that necessary for satisfactory service and, in any event, shall not be greater than 100 watts, except that a station to be operated aboard an aircraft shall normally be limited to a maximum authorized power of 15 watts. Specific authorization to operate stations on board aircraft with an output power exceeding 15 watts will be issued only upon an adequate engineering showing of need, and of the procedures that will be taken to avoid harmful interference to other licensees.

§ 74.462 Authorized bandwidth and emissions.

(a) Each authorization for a new remote pickup broadcast station or system issued pursuant to an application accepted after (one year following the effective date of these rules) shall require the use of type accepted equipment and such equipment shall be operated in accordance with emission specifications included in the type acceptance grant and as prescribed in paragraphs (b), (c), and (d) of this section.

(b) The maximum authorized bandwidth of emissions corresponding to the types of emissions specified below, and the maximum authorized frequency deviation in the case of frequency or phase modulated emission, shall be as follows:

Frequencies (megahertz)	Authorized bandwidth (*Kilohertz*)	Maximum frequency deviation [1] (*Kilohertz*)	Type of emission [2] [3]
25.87 to 26.03	40	10	A3, F3, F9
26.07 to 26.47	20	5	A3, F3, F9
152.87 to 153.35 [4]	30–60	5–10	A3, F3, F9
160.89 to 161.37	60	10	A1, A2, A3, F1, F2, F3, F9
161.64 to 161.76	30	5	A1, A2, A3, F1, F2, F3, F9
166.25 to 170.15	25	5	A1, A2, A3, F1, F2, F3, F9
450.01 to 455.99 (10 kHz channels).	10	1.5	A1, A2, A3, F1, F2, F3, F9
450.0875 to 455.6125 (25 kHz channels).	25	5	A1, A2, A3, F1, F2, F3, F9
450.05 to 455.85 (50 kHz channels).	50	10	A1, A2, A3, F1, F2, F3, F9
450.925 and 455.925 (100 kHz channels).	100	35	A1, A2, A3, F1, F2, F3, F9

[1] Applies where class F1, F2, F3, or F9 emission is used.

[2] Stations operating above 450 MHz shall show a need for employing A1, A2, F1, or F2 emission.

[3] Emission designators shall be established in accordance with provisions of subpt. C of pt. 2 of the Commission's rules and regulations. For transmitting equipment which is type accepted, emission designators will appear in the Commission's radio equipment list.

[4] New or modified licenses for use of the frequencies will not be granted to utilize transmitters on board aircraft or to use a bandwidth in excess of 30 kHz and maximum deviation exceeding 5 kHz.

(c) The mean power of emissions shall be attenuated below the mean output power of the transmitter in accordance with the following schedule:

(1) On any frequency removed from the assignment frequency by more than 50 percent up to and including 100 percent of the authorized bandwidth: at least 25 decibels:

(2) On any frequency removed from the assigned frequency by more than 100 percent up to and including 250 percent of the authorized bandwidth at least 35 decibels:

(3) On any frequency removed from the assigned frequency by more than 250 percent on the authorized bandwidth; at least 43 plus 10 $\log_{10}$ (mean output power, in watts) decibels.

(d) In the event a station's emissions outside its authorized channel cause harmful interference, the Commission may, at its discretion, require the licensee to take such further steps as may be necessary to eliminate the interference.

(e) The maximum authorized bandwidth for stations operating on 1606, 1622, or 1646 kHz shall be 10 kHz and operations on these frequencies shall be limited to A3 emission only.

§ 74.463 Modulation requirements.

(a) Each new remote pickup broadcast station authorized pursuant to an application accepted for filing after August 31, 1977, and authorized to operate with a power output in excess of 3 watts shall be equipped with a device which will automatically prevent modulation in excess of the limits set forth in this Subpart.

(b) If amplitude modulation is employed, modulation shall not exceed 100 percent on negative peaks.

(c) If frequency modulation is employed, emission shall conform to the requirements specified in § 74.462.

§ 74.464 Frequency tolerance.

The licensee of a remote pickup broadcast station or system shall maintain the operating frequency of each such station in accordance with the following:

Frequency range	Tolerance (percent)	
	Base station	Mobile station
.6 to 2 MHz:		
200 W or less	0.01	.02
Over 200 W [1]	.005	.02
25 to 30 MHz:		
3 W or less	.002	.005
Over 3 W	.002	.002
30 to 300 MHz:		
3 W or less	.0005	.005
Over 3 W	.0005	.0005
300 to 500 MHz, all powers	.00025	.0005

[1] The listing of tolerances for power over 200 W is in accordance with treaty values and shall not be construed as a finding that such power will be authorized.

§ 74.465 Frequency monitors and measurements.

(a) The licensee of a remote pickup broadcast station or system shall provide the necessary means to assure that all operating frequencies are maintained within the allowed tolerances. The date and time of each frequency check, the frequency as measured, a description or identification of the method employed and identification of the transmitter on which the measurement is made shall be entered in the operating log.

(b) Frequency measurements for each transmitter shall be made as often as necessary to assure proper operation. In any event, the frequency of a station authorized to operate with output power in excess of 3 watts shall be measured when the transmitter is initially installed and at intervals once each calendar year at intervals no more than 14 months apart.

§ 74.466 Station inspections.

The licensee of each remote pickup broadcast station or system shall make such station or system available for inspection by representatives of the Commission at any reasonable hour.

§ 74.467 Posting of licenses.

(a) The license for a remote pickup broadcast station or system and any other instrument of authorization or individual order concerning the construction of the equipment or manner of operation shall be posted with the license of any associated broadcasting station. Licenses issued to eligible network entities shall be retained in the licensees files at the address shown on the authorization.

(b) At the operating position of each transmitter, other than mobile or handheld units, an identification label must be displayed showing the station call sign, the call letters of the associated broadcast station(s) or network name, the name and address of the licensee, frequencies, and the licensee's unit designator if used.

(c) If the station is authorized to operate as an automatic relay station, and is operated at an unattended site, the call sign and location of the associated broadcasting station or stations or network, together with the legend "Automatic Relay Station," shall be displayed at the relay transmitter site. The required display shall be affixed to the transmitter housing or antenna structure so as to be visible to a person standing on the ground at the transmitter site, or if the transmitting facilities are installed on the roof of a building the required display must be visible to a person standing on the roof. The display shall be prepared so as to withstand normal weathering for a reasonable period of time and shall be maintained in a legible condition by the licensee.

§ 74.468 Operator requirements.

(a) Except under the circumstances specified in paragraph (d) of this section, a remote pickup broadcast station may be operated by any person designated by and under control of the station licensee. That person need not be a licensed operator under Part 13 (Commercial Radio Operators) of the Commission's rules and regulations.

(b) Automatic relay stations authorized pursuant to the provisions of § 74.432(c)(1) may be operated unattended.

(c) The provisions of this section authorizing unlicensed persons to operate remote pickup broadcast stations, or authorizing unattended operation of such stations in certain circumstances, shall not be construed to change or diminish in any respect the responsibility of a station licensee to have and to maintain control over the stations licensed to it or for the proper functioning and operation of those stations in accordance with the terms of the station or system license and pertinent Commission rules and regulations.

(d) All transmitter repairs or adjustments which may affect the proper operation of a remote pickup broadcast station shall be made by or under the immediate supervision of a person holding a first or second-class commercial radiotelephone operator's license.

(e) The person operating a remote pickup broadcast station may, at the discretion of the licensee, be employed for other duties, including operation of another station or stations in accordance with the rules and regulations governing operation of such other stations: *Provided*, The additional duties shall in no way interfere with the duties connected with the operation of the remote pickup broadcast station.

§ 74.469 Painting and lighting of antenna structures.

The painting and lighting of antenna structures employed by the stations licensed under this Subpart, where required, will be specified in the authorization issued by the Commission Part 17 of the Commission's rules and regulations set forth the conditions under which painting and lighting will be required and the responsibility of the licensee with regard thereto.

§ 74.470 Additional rules.

In case the rules contained in this part do not cover all phases of operation or experimentation with respect to external effects, the Commission may make supplemental or additional orders in each case as may be deemed necessary.

OTHER OPERATING REQUIREMENTS

§ 74.481 Logs and records.

(a) The licensee of a remote pickup broadcast station system shall, for each station or system separately licensed, maintain an operating log in which entries shall be made in accordance with the following:

(1) If the instrument of authorization requires painting and lighting of an antenna structure:

(i) Entries required by § 17.49 (a), (b), and (c) of this chapter concerning the time the tower lights are turned on and off each day if manually controlled, the time the daily check of proper operation of the tower lights was made if automatic alarm system is not provided, and any observed failure of the lighting system. See § 17.47(a) for daily tower lighting observation or automatic alarm system requirements.

(ii) Entries required by § 17.49(d) of this chapter concerning quarterly inspections of the condition of the tower lights and associated control equipment; when adjustments, replacement or repairs are made to insure compliance with the lighting requirements; and when towers are cleaned or repainted by § 17.50 of this chapter.

(2) An entry of frequency measurements made pursuant to § 74.465.

(3) An entry when service or maintenance is performed on any transmitter, if such service or maintenance could affect proper operation. The entry shall include a description of the work performed, the date and the signature and license serial number of the operator performing the service or maintenance duties or under whose supervision such duties have been performed.

(4) Entries as specifically requested by the Commission.

(b) Entries in the operating log shall be made by a person having knowledge of the facts entered. That person shall sign and date the log but the licensee shall not, thereby, be relieved of its responsibility to maintain complete and accurate logs and records.

(c) No provision of this section shall be construed as prohibiting the recording or other automatic maintenance of data required for the station or system log. However, where such automatic logging is used, the licensee shall comply with the following requirements:

(1) The licensee, when employing automatic logging must be able to accurately furnish the Commission with all information required to be logged.

(2) Each recording shall bear a statement, signed and dated by the licensee or a duly authorized agent of the licensee, attesting to the accuracy and complete-

Functional Listing
BROADCAST BUREAU AM Service

Subject	Call OFFICE OF	Phone No. (AREA CODE 202)
☐ **Engineering Rules:**		
Existing Stations	**WILLIAM MARTIN**	632-7010
New Stations and Major Change Applications	**H. JOHN MORGAN**	632-6908
Minor Change Applications	**LARRY OLSON**	632-7010
STL's; Remote Pickups; Intercity Relays	**STEVEN LINN**	632-7698
☐ **Non-Engineering Rules:**		
Advertising Questions/Comments	**LAWRENCE CLANCE** or **JEFFREY MALICKSON**	632-7551
Application Forms (Copies)	**CLYDE WHITLOCK**	632-7272
Applications (Filing)	**DAVID TAU**	632-7136
Assignment & Transfer Applications	**ROY STEWART**	632-9356
Emergency Broadcast System	**RAYMOND SEDDON**	632-7232
New Station and Major Change Applications	**HUGH REED**	632-6908
Minor Change Applications	**ROBERT HAYNE**	632-7010
License Applications	**ROBERT HAYNE**	632-7010
Operator Requirements & Testing	*YOUR DISTRICT OFFICE* *(see attached form for listing)*	
Political Broadcasting/Fairness Doctrine	**MILTON GROSS**	632-7586
Programming Questions/Logging/Comments	**LAWRENCE CLANCE** or **JEFFREY MALICKSON**	632-7551
Rebroadcast	**ROBERT HAYNE**	632-7010
Renewal Applications		
General	**HENRY BAUMANN**	632-7542
Processing	**LAURA JOHNSON**	632-7069
Engineering	**JAMES POWERS**	632-7069
Equal Employment Opportunity	**GLENN WOLFE**	632-7069
Reports		
a) Financial (Form 324)	**PRINCESS WILSON**	632-6302
b) Employment (Form 395)	**PEARL COOK**	632-6302
c) Ownership (Form 323)	**MONTROSE TYREE**	632-7256

BROADCAST BUREAU

TV Service

Subject	Call OFFICE OF	Phone No. (AREA CODE 202)
☐ **Engineering Rules:**		
Existing Stations	**CLYDE GURLEY**	632-6495
New Stations/Major or Minor Change Applications	**CLYDE GURLEY**	632-6495
STL's; Remote Pickups; Intercity Relays	**STEVEN LINN**	632-7698
Translators	**CLAY PENDARVIS**	632-3894
☐ **Non-Engineering Rules:**		
Advertising Questions/Comments	**LAWRENCE CLANCE** or **JEFFREY MALICKSON**	632-7551
Application Forms (Copies)	**CLYDE WHITLOCK**	632-7272
Applications (Filing)	**PAUL de LEON**	632-6417
Assignment & Transfer Applications	**ROY STEWART**	632-9356
Construction Permit Applications	**SAM SAADY**	632-6357
Educational TV	**SAM SAADY**	632-6357
Emergency Broadcast System	**RAYMOND SEDDON**	632-7232
Operator Requirements & Testing	*YOUR DISTRICT OFFICE* *(see attached form for listing)*	
Political Broadcasting/Fairness Doctrine	**MILTON GROSS**	632-7586
Programming Questions/Logging/ Comments	**LAWRENCE CLANCE** or **JEFFREY MALICKSON**	632-7551
Rebroadcast	**SAM SAADY**	632-6357
Renewal Applications		
General	**HENRY BAUMANN**	632-7542
Processing	**LAURA JOHNSON**	632-7069
Engineering	**JAMES POWERS**	632-7069
Equal Employment Opportunity	**GLENN WOLFE**	632-7069
Reports		
a) Financial (Form 324)	**PRINCESS WILSON**	632-6302
b) Employment (Form 395)	**PEARL COOK**	632-6302
c) Ownership (Form 323)	**MONTROSE TYREE**	632-7256
d) Annual Programming Report (Form 303-A)	**DAVID TROUT**	632-6302
Translators	**CLAY PENDARVIS**	632-3894
Subscription TV	**SAM SAADY**	632-6357

Subject	Call OFFICE OF	Phone No. (AREA CODE 202)

International Broadcast Stations

New and Existing Stations	**ROBERT BURKHARDT**	632-6955 & 254-3394

ITFS

Engineering		
Existing Stations	**STEVEN LINN**	632-6495
New Stations/Major Changes	**STEVEN LINN**	632-6495
Non-Engineering		
Application Preparation	**JAMES DURST**	632-7505
Existing Stations	**SAM SAADY**	632-6357
New Stations/Major Changes	**SAM SAADY**	632-6357

CATV

General: AS RELATES TO RADIO AND TV	**JEROLD JACOBS** **ABRAHAM LIEB**	632-6483 632-8882

Educational Non-commercial

AM, FM, TV	**ROBERT HILLIARD** (General information. For specific information relating to applications, see AM, FM and TV sections of directory).	632-7531

EEO

Equal Employment Opportunity
(INDUSTRY)

GENERAL:	**LIONEL MONAGAS**	254-6530

Rule Making Proceedings

General	**LESLIE SHAPIRO**	632-5414

LIST OF PRESENT FCC COMMISSIONERS

Charles D. Ferris, Chairman
Room 814

Robert E. Lee
Room 832

Anne P. Jones
Room 808

Tyrone Brown
Room 826

James H. Quello
Room 802

Abbott Washburn
Room 844

Joseph R. Fogarty
Room 822

Same Address for all Commissioners:

(name of Commissioner), Commissioner
Federal Communications Commission - Room (room no.)
1919 M Street, N. W.
Washington, D. C. 20554

IBS

THE INTERCOLLEGIATE BROADCASTING SYSTEM, INC.

BOX 592, VAILS GATE, N. Y. 12584

November 27, 1979

TO THE STATION MANAGER:

I am writing you on a matter of some urgency regarding a recent action taken by the FCC which will abolish the Educational Broadcast Branch, an office whose assistance has been of significant importance to hundreds of school and college radio stations like your own.

Enclosed is a copy of the FCC decision, along with a dissenting statement issued by Commissioner Quello, and joined by Commissioner Washburn. Also enclosed is a copy of a letter IBS has sent to Congressmen and Senators who are members of the Subcommittee on State, Justice, Commerce, and Judiciary of either the House or Senate Appropriations Committees.

If you take a minute to read over this material, I think you will easily understand the issue. Briefly, we are opposed to the abolition of the Educational Broadcasting Branch and the reassignment of its personnel because of what we feel will be a drastic reduction in important services related to the elimination of this office's functions. In a time when the FCC rules and regulations are becoming increasingly burdensome and complex for noncommercial radio stations, the FCC has decided to eliminate the very office supplying the most assistance in this area.

Though the staff of the office has been limited to only 2 people recently, (Dr. Robert Hilliard - Chief, and Allen Myers - Broadcast Analyst), they have helped hundreds of student-staffed stations like your own, either directly through mail or phone inquiries, college radio convention appearances, workshops, and panel participation, or indirectly, by working with IBS to help get the word out to you.

Though this decision has been announced, there is a possibility that we may be able to get the FCC to reconsider and possibly reverse it. We're hoping that your station will help by sending letters to each of the FCC Commissioners, stating your opposition to this aspect of the reorganization. You can use some of the points raised in the IBS letter, but in your own words. If the Educational Broadcast Branch has been of particular help to your station, you might mention some of the specifics in your letter. If your letter is signed by your faculty advisor and/or one of the officers or administrators of your school or college, it will carry significantly more meaning.

A listing of the Commissioners is included on the reverse side of this page. Make sure each gets a copy of your letter. And, send us a copy here at IBS at the address shown at the top of this page.

The Educational Broadcasting Branch has done much to help us in recent years. Now, we must help them (and ourselves) by making known our opinion. Your station's support is important; please get your letter in the mail quickly.

Jeff Tellis

FCC Field Operation Offices

DISTRICT NO. LOCATION

1 **BOSTON, MASSACHUSETTS**
1600 Customhouse
165 State Street
02109
Phone: (617) 223-0689

2 **NEW YORK, NEW YORK**
748 Federal Building
201 Varick St.
10014
Phone: (212) 620-3437

3 **PHILADELPHIA, PENNSYLVANIA**
11425 James A. Byrne
Federal Courthouse
601 Market St.
19106
Phone: (215) 597-4411

4 **BALTIMORE, MARYLAND**
Room 1017, Federal Building
31 Hopkins Plaza
21201
Phone: (301) 962-2728

5 **NORFOLK, VIRGINIA**
Military Circle
870 North Military Highway
23502
Phone: (804) 441-6472

6 **ATLANTA, GEORGIA**
Room 440
Massell Building
1365 Peachtree Street N.E.
30309
Phone: (404) 881-3084

7 **MIAMI, FLORIDA**
919 Federal Building
51 S.W. First Avenue
33130
Phone: (305) 350-5542

8 **NEW ORLEANS, LOUISIANA**
829 Federal Building South
600 South Street
70130
Phone: (504) 589-2095

DISTRICT NO. LOCATION

9 **HOUSTON, TEXAS**
5636 Federal Building
515 Rusk Avenue
77002
Phone: (713) 226-5624

10 **DALLAS, TEXAS**
Room 13E7
Federal Building-U.S. Courthouse
1100 Commerce St.
75242
Phone: (214) 749-1719

11 **LONG BEACH, CALIFORNIA**
Room 501
3711 Long Beach Blvd.
90807
Phone: (213) 426-4451

12 **SAN FRANCISCO, CALIFORNIA**
323A Customhouse
555 Battery St.
94111
Phone: (415) 556-7701

13 **PORTLAND, OREGON**
1782 Federal Office Building
1220 S.W. 3rd Avenue
97204
Phone: (503) 221-4114

14 **SEATTLE, WASHINGTON**
3256 Federal Office Building
915 Second Avenue
98174
Phone: (206) 442-7653

15 **DENVER, COLORADO**
Suite 2925
Executive Tower
1405 Curtis St.
80202
Phone: (303) 837-5137

FCC Field Operation Offices

DISTRICT NO. LOCATION

16 **ST. PAUL, MINNESOTA**
691 Federal Building
316 North Robert St.
55101
Phone: (612) 725-7810

17 **KANSAS CITY, MISSOURI**
Brywood Office Tower Room 320
8800 East 63rd St.
64133
Phone: (816) 926-5111

18 **CHICAGO, ILLINOIS**
230 South Dearborn St.
Room 3935
60604
Phone: (312) 353-0195

19 **DETROIT, MICHIGAN**
1054 Federal Building
231 W. La Fayette Street
48226
Phone: (313) 226-6078

20 **BUFFALO, NEW YORK**
1307 Federal Building
111 W. Huron St.
14202
Phone: (716) 846-4511

DISTRICT NO. LOCATION

21 **HONOLULU, HAWAII**
Prince Kuhio Fed. Bldg.
300 Ala Moana Blvd., Room 7304
96850
Phone: (808) 546-5640

22 **HATO REY, PUERTO RICO**
Room 747
Federal Building
00918
Phone: (809) 753-4008

23 **ANCHORAGE, ALASKA**
Federal Building & U. S. Courthouse
P. O. Box 2955
99510
Phone: (907) 265-5201

24 **WASHINGTON, D.C.**
Room 411
1919 M Street, N.W.
20554
Phone: (202) 632-8834

Jeff Tellis
Jeff Tellis

State of California

Governor's Office of Emergency Services

STATE EBS OPERATIONS PLAN

EMERGENCY BROADCAST SYSTEM

March 1987

George Deukmejian
Governor

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DISTRIBUTION

1. Each Operational Area CPCS-1 (Common Program Control Station - 1)
2. All managers of special systems used to carry State EBS broadcasts
3. State EBS Studio (State OES Headquarters)
4. State OES Director
5. OES Telecommunications Division
6. Telecommunications Division, State of California Department of General Services
7. Each County emergency management agency
8. Chairman, California State Emergency Communications Committee
9. Chairman, California State Broadcast Services Subcommittee (of the California State Industry Advisory Committee)
10. Each Operational Area Emergency Communications Committee Chairman and Vice Chairman
11. Associated Press - Sacramento
12. Associated Press - San Francisco
13. Associated Press - Los Angeles
14. United Press International - Sacramento
15. United Press International - San Francisco
16. United Press International - Los Angeles
17. Federal Communications Commission, Washington, D.C.
18. Federal Emergency Management Agency, Region 9, San Francisco
19. Governor's Office
20. OES California Specialized Training Institute, San Luis Obispo
21. Each State OES Region Manager (2 ea.)
22. Other CPCS stations
23. State OES Public Information Office
24. State OES Planning Division
25. State OES Fire and Rescue Division
26. State OES Radiological Emergency Preparedness Division
27. State OES Law Enforcement Division
28. Southern California Earthquake Preparedness Project (SCEPP)
29. Bay Area Regional Earthquake Preparedness Project (BAREPP)
30. Cable Television companies
31. National Weather Service

CALIFORNIA STATE
EMERGENCY BROADCAST SYSTEM (STATE EBS) OPERATIONAL PLAN

1. INTRODUCTION

This plan establishes guidance for the voluntary coordination between the Governor's Office of Emergency Services and the California broadcast industry to communicate with the public during a statewide or regional emergency.

The purpose of the Emergency Broadcast System (EBS) is to provide warning, emergency information, guidance, instructions and news of a manmade or natural threat to the public safety, health and welfare.

This plan describes the methods by which State government may provide programming in the event of a major threatened or actual emergency.

1.1 Area

The area covered by this plan is the State of California with a population in excess of 24.6 million (c.1986) and a land area of 156,297 square miles. There are over 597 AM and FM stations plus 92 TV stations in California.

California faces a variety of threats, both natural and manmade, for which it must be prepared to respond. An extensive geographical area, long ocean shoreline, climatic and topographic extremes, and geological faults present a range of hazards to be considered by emergency management and broadcast industry professionals. These threats include:

o Earthquakes. Earthquakes can cause loss of life, injuries, and extensive property damage, particularly if they occur along geologic faults near major urban centers. In addition, offshore seismic activity in the Pacific basin can result in tsunamis which affect coastal communities.

o Floods. Flooding and winter storms have caused a great deal of damage in the state. Flash floods occur in the high deserts of southern California, while the slower rising but devastating floods along the north coast are an annual concern. Possible levee failures in the Sacramento-San Joaquin River delta continue to pose a threat, although construction efforts are ongoing to strengthen these earthen structures.

o Wildland fires. Fire is a threat to forested areas and adjacent communities throughout the state. In southern California, Santa Ana winds and low humidity conditions frequently push wildland blazes into urban areas. The resulting loss of ground cover, especially in steeply sloped areas, creates the possibility of landslides, particularly after heavy rainstorms.

o Volcanic eruption. Volcanic activity is a possibility in the Long Valley area of Mono and Inyo counties. Mt. Shasta and Mt. Lassen in the northern part of the state are also classed as active volcanos by geologists.

o Hazardous material incidents. The accidental release of toxic materials is an increasing concern in this industrial society. Releases threaten the population with both immediate hazards and the potential for long-term health effects. The immediate dissemination of emergency public information through the EBS may be critical when minutes count.

o Nuclear accidents. Emergencies are possible at any of the three fixed nuclear power plant sites in the state.

o Dam failure. Any of the many dams in California could fail from natural or manmade causes, resulting in extensive damage and potential loss of life in surrounding areas.

o Nuclear war. Because nuclear weapons exist, their use is always a possibility. Any area of the state could experience dangerous radioactive fallout from a nuclear attack on the United States or other countries. Numerous military bases and key economic and industrial centers in California could be targets for attack.

All of the above threats may warrant the activation of one or more Operational Area Emergency Broadcast Systems, the State EBS system, or both.

1.2 Authorities and References

1.2.1 FCC Rules and Regulations

Rules and Regulations providing for the Emergency Broadcast System (EBS) are contained in the Federal Communications Rules & Regulations, Part 73, Radio Broadcasts Services Subpart G - Emergency Broadcast System. This part provides a means for the development and implementation of EBS planning and operation at the National, State and local levels. Provisions are made for the operation of participating broadcast stations and local government on an organized voluntary basis during periods of emergency for the purpose of providing the President and the Federal government, as well as heads or representatives of State and local governments, with a means of communication with the public.

1.2.2 Detailed California EBS Operational Plan

Published by the FCC with an effective date of April 12, 1969, this plan goes into great detail on the overall California State EBS system as it was envisioned at that date. No revisions or annexes were issued by the FCC.

1.2.3 Basic Emergency Broadcast System Plan

First Revision, effective August 4, 1967, by the Federal Communications Commission, the Department of Defense (Office of Civil Defense), and the Office of Emergency Planning.

1.2.4 Program Control

The acceptance of or participation by the broadcast media in this plan shall not be deemed as a relinquishment of program control and shall not be deemed to prohibit a licensee from exercising independent discretion and responsibility.

1.2.5 Rebroadcast Authority

Stations originating emergency communications shall be deemed to have conferred rebroadcast authority (FCC Rules 73.933c and 73.935c). Other participating stations are granted this authority under FCC Rule 73.1207. Efforts shall be made by the EBS at all levels to reach non-English speaking listeners and/or viewers with appropriate translations.

1.3 Background

1.3.1 State Relay Network

It was originally planned (in the 1969 Detailed California EBS Operational Plan p. 39) that FM broadcast stations would be utilized to disseminate State government EBS programming input statewide. Originating in Sacramento, FM broadcast stations were to receive one distant FM station and rebroadcast it to another until the State was reached end to end. This theoretical approach failed in practice, however, with the occupancy growth of the FM broadcast band making it impossible for most stations to receive any distant station.

Consequently, the Federal government made a grant to the Governor's Office of Emergency Services (OES) in 1985 to develop a new State Relay Network. The new network employs existing State microwave circuits, VHF, and UHF mountaintop transmitters. State OES is placing appropriate VHF or UHF receivers at selected key (CPCS-1) AM broadcast stations; grant funds will limit the initial quantity to about 15 receivers. All radio stations are encouraged to program a scanner receiver to one of the VHF-FM State EBS transmission frequencies. See Attachment 1.

Maximum utilization of plant-in-place radiocommunication systems will be employed in the new State Relay Network. Besides the

California State system resources, two systems serving major population centers in southern California are proposed to be employed. One, the Air Quality Management District (AQMD) system, covers all of the Los Angeles and Orange County Operational Areas and portions of the San Bernardino and Riverside Operational Areas. The other, a San Diego County radio system, reaches all of the key EBS stations in the San Diego Operational Area. Most of the radio stations in both of these large area systems are already equipped with alert monitor receivers, decoders and, in many installations, automatic tape recorders.

Virtually any broadcast station within range of one of the State's mountaintop transmitters, Los Angeles' AQMD system, and the San Diego County's "LIFE" (Lifesaving Information For Emergencies) radio system will be able to receive State Relay Network transmissions with a suitable programmable monitor receiver. The ready availablity and low cost of programmable scanning monitor receivers makes this a cost-effective approach to maximum dissemination of State and regional EBS programming.

The State mountaintop transmitters in the State Relay Network and their transmit frequencies are shown in Attachment 1.

1.3.2 Definitions

The following are some commonly used terms and abbreviations used in this and other EBS Plans:

Attention Signal	The two-tone signal (853 and 960 Hz) used to activate EBS monitor receivers at broadcast stations. Every broadcast station is required to have both an Attention Signal encoder and decoder/receiver in working condition. Every station must send and receive an EBS test weekly with this equipment.
CPCS	Common Program Control Station. The broadcast facility designated by the FCC to serve as the control station for all other AM, FM and TV broadcast stations in the EBS Operational Area. Emergency information received from the CPCS is rebroadcast by the other participating stations. CPCS-1 indicates the primary station. Usually one or more stations within the EBS Operational Area are designated as alternates (CPCS-2, CPCS-3, etc.)
EBS	The Emergency Broadcast System. A system developed to disseminate emergency information to the public from Federal, State, and local levels which can be rapidly activated during times of emergency. The system involves the voluntary participation of media representatives who have made their facilities available in support of EBS. The goal in California is for 100% participation in EBS by the state's broadcasters.

EBS-IC EBS Information Center. Located within the local government Emergency Operations Center (EOC), the EBS-IC is the sole source for its Operational Area EBS programming. The EBS-IC, when activated, processes all emergency public information from local governments in the EBS-OA destined for EBS dissemination. The State EBS-IC is normally located at the State OES Headquarters in Sacramento. The State may utilize one if its Regional offices or a local government EOC, however, depending upon the emergency and circumstances.

EBS Receiver

The AM broadcast band (usually) receiver, tuned to the CPCS-1 station serving its Operational Area, equipped with a two-tone decoder. (See Attention Signal.) The audio output on every EBS receiver should be wired to its associated master control console so that any EBS activation may be broadcast without furthur delay. This receiver is required by the FCC.

EOC Emergency Operations Center. The facility designated by local government as the coordination center to mitigate the effects of the emergency. The State EOC is located at OES headquarters in Sacramento.

FCC Federal Communications Commission.

FEMA Federal Emergency Management Agency. The Federal agency responsible for civil defense. It is the Federal counterpart to state and local emergency services and civil defense.

OES Office of Emergency Services. The element of the State and local governments having responsibility for civil defense and natural disaster response programs.

The California OES is an element of the Governor's Office. State OES is divided into six Mutual Aid Regions. The Regions and their offices are:

Region I	Los Angeles
Region II	Pleasant Hill
Region III	Redding
Region IV	Sacramento
Region V	Fresno
Region VI	Ontario

Operational Area (EBS-OA)

An area consisting of one or more counties and designated an EBS Operational Area. All participating media within an EBS-OA will broadcast emergency public information from the CPCS as a "common program" to insure maximum coverage of the EBS-OA.

Stations outside of the OA may be requested to carry EBS programming because of listener habits and coverage patterns over an affected emergency area.

Operations Order

Operations Orders are the specific instructions on how to perform specific actions unique to an Operational Area plan, such as how to perform tests, how to initiate a real EBS broadcast, etc.. Every EBS plan should have numbered Operations Orders attached as a part of the plan.

Primary EBS Station

A broadcasting station that broadcasts or rebroadcasts a common emergency information program during an EBS activation.

It is expected in California that every broadcast station will perform as a Primary EBS Station.

Program Entry Point

The point within the EBS Operational Area located within a designated EOC which, when activated, will receive emergency public information from the EBS-IC (also located in the EOC) and will transmit the information to the CPCS for dissemination. Upon activation, the program entry point will be staffed by personnel from the media and, to insure a common program, will serve as the only entry to EBS for local governments within the EBS Operational Area.

State EBS Program Entry Points may be the Sacramento State OES Headquarters, its Regional offices or EOCs, a local government EOC or even a field command post.

RPU	Radio Pickup Unit. The FCC term for transceivers used by the broadcast industry to originate programming from remote locations (i.e., sporting events, news reports, traffic surveillance aircraft, etc.) Where the CPCS and the program entry point EOC meet Federal criteria as radiation fallout protected facilities, an RPU link has been installed between the EOC and the CPCS to facilitate the input of emergency information independent of telephone lines.
SECC	State Emergency Communications Committee. A group appointed by the FCC who are required to promulgate EBS plans and operating procedures.

SECC Operation Order

The California State Emergency Communications Committee shall issue numbered Operation Orders, as required, to provide specific instructions to broadcast stations.

State Relay Network

A statewide system of microwave, VHF-FM high band, and UHF-FM radios owned and maintained by the State of California. Interconnection with systems of others is proposed to further disseminate EBS programming. The programming is delivered to VHF-FM and UHF-FM receivers tuned to the State Relay Network located in broadcast stations.

1.3.3 Operational Areas

The State of California has been divided into thirty (30) Operational Areas in coordination with the California Operational Area Industry Advisory Committees and California State and local authorities. See Attachment 3.

One primary station in each Operational Area assumes the function of the Common Program Control Broadcast Station for the operational area. It is called the CPCS-1 station. If a CPCS-1 is unable for any reason to carry out this responsibility, either primary or alternate broadcast stations have been assigned as CPCS stations in descending order; i.e., CPCS-2, CPCS-3, etc. CPCS assignments are made by the FCC, not the State or local governments. We urge Operational Areas to develop EBS systems that employ a system whereby the local OES feeds all of the radio stations simultaneously and not just the CPCS-1 station.

The State Relay Network for the State input (category 3) to the EBS system will be expanded to include most, if not all, CPCS-1 stations in California. Because of the ease of dissemination of State EBS broadcasts (e.g. transmitting to VHF and UHF-FM receivers) the State promotes the philosophy and practice that every broadcast station in California perform as a CPCS-1 or CPCS-2.

1.4 Message Priorities

Each State EBS broadcast will be preceded by a message priority number during the talkup phase preceding the countdown and broadcast. It is important that the State EBS operator repeat the priority number several times to alert the broadcast stations monitoring the State Relay Network:

PRIORITY ONE - IMMEDIATE AND POSITIVE ACTION WITHOUT DELAY IS REQUIRED TO SAVE LIVES.

PRIORITY TWO - Actions required for the protection of property and instructions to the public requiring expedient dissemination.

PRIORITY THREE - Information to the public and all others.

The CPCS stations activate EBS and broadcast the emergency information as received from State or local governments and the National Weather Service. The CPCS are not responsible for establishing message priorities; this responsibility rightfully belongs to and will be accomplished by the issuing government.

1.5 Program Priorities

Emergency Broadcast System priorities are divided into four priorities, with "1" being the highest:

1. Presidential
2. Local
3. State (described in this plan)
4. National news

1.6 State EBS Program Sources

1.6.1 Statewide Programming

The State EBS input is primarily for the Governor or his designee to address the public preceding, during, or following the threat or actual event affecting the welfare of the majority of the State's population. Programming will normally originate from the State Office of Emergency Services, 2800 Meadowview Road, Sacramento. Alternate program sources are any of the six State OES Regional offices and Emergency Operations Centers. Communications Operating Procedures (COP) for the State Relay Network are controlled and will be released to program control points on a need-to-know basis by the State OES Chief of Telecommunications.

1.6.2 Regional Programming

Same as above. It may be desirable and necessary for the State to address the population of several counties or Operational Areas.

1.6.3 Operational Area Use of the State Relay Network

Under special circumstances it may be technically expedient for one or more Operational Areas to utilize the facilities of the State Relay Network to provide PRIORITY ONE programming, usually in the nature of warning the public of an imminent danger to life and health. Plans for such use shall be forwarded to State OES through its appropriate Region office for approval and dissemination.

1.7 Ethics

Identification of California broadcast stations by call letters, frequency, or any other means in any publication, and any publicity with regard to participation or nonparticipation in the Emergency Broadcast System or by any California broadcasting station is specifically prohibited. To do so could confuse and mislead the public. The on-the-air EBS announcements advise the public to tune their radio receiver to a broadcast station serving the listener's area.

1.8 War and Peacetime Use of EBS

This State Plan addresses both the peacetime (Part 2) and wartime (Part 3) use of the Emergency Broadcast System. No technical changes to the State Relay Network system are required for either use.

1.9 State EBS Tests

Tests of the State Relay Network to all participating stations in the State EBS will be conducted from State OES Headquarters each month.

The scheduled monthly test will be one minute or less in length, and shall be suitable for direct broadcast by any station wishing to do so.

Specific operational procedures for the monthly State test are covered in State Emergency Communications Committee Operations Order No. 1.

The State test may originate from time to time from an alternate site.

Stations carrying the State EBS test on the air "live" will have satisfied the weekly test required by the FCC and will not have to originate an EBS test during that same week. This holds true also for any station carrying an Operational Area EBS test.

PART 2 - PEACETIME EMERGENCIES

2.0 PEACETIME EMERGENCIES

2.1 INTRODUCTION

Peacetime emergencies include (but are not limited to) such events as floods, fires, tsunamis, violent wind storms, explosions, radiological and chemical accidents, civil disorders, and other incidents. These emergencies may be limited in scope to a single community or could encompass several counties. In recognition of the varying magnitude of emergencies, this Part 2 includes three subdivisions:

1. Limited area emergency,
2. Escalating emergency, and,
3. Large scale emergency.

2.2 EBS ACTIVATION FOR A PEACETIME EMERGENCY

In a peacetime emergency the EBS may be activated for dissemination of PRIORITY ONE and PRIORITY TWO messages. (See page 10, part 1.4.)

EBS may be activated at the request of a designated government official who has properly identified and authenticated the request, in accordance with procedures established in each EBS-OA Plan. State-level EBS activation will be done through the State Relay Network.

EBS may be activated at the EBS-OA level by the National Weather Service for severe weather WARNINGS. EBS will not be activated for weather WATCH information.

> A WARNING relates to a danger that is about to happen or is already happening. Immediate action must be taken.
>
> A WATCH relates to the threat of a danger that might happen.

2.2.1 Limited Area Emergency

A designated official of a community experiencing a limited area emergency may activate EBS for the purpose of disseminating emergency information pertaining to the saving of life and property.

a. Media Actions

Local EBS-OA CPCS personnel receiving the request will ascertain the requesting party has given proper identification and authentication and then will:

either	(1a) Activate two-tone EBS signal	**or**	(1b) Record the messages to be aired
	(2a) Broadcast program "live" from the EOC **and** record it for future retransmission		(2b) Activate two-tone signal
			(3b) Transmit the emergency information

Activation announcements will be in accordance with "State and Local Level Instructions," page 7, paragraph 3, "Implementation" in the orange FCC "EBS CHECKLIST" publication (Revised August 1, 1981).

All participating stations upon receipt of the EBS two-tone alert and message from their CPCS, will:

- Transmit their two-tone signal and
- Broadcast the CPCS message.

State EBS input is not involved in this phase.

2.2.2 Escalating Emergency

A limited area emergency may escalate to encompass other communities in one or more EBS **Operational Areas** (EBS-OA) and result in an increase in the number of emergency public information messages.

Procedures for activation will remain the same as under a limited area activation. The CPCS is not to be placed in a position of having to determine message priorities (see Section 1.4).

When it becomes apparent to the CPCS management that incoming messages are increasing to a level soon to be backlogged, the CPCS management will advise the director of their county Office of Emergency Services.

The director will activate and staff the EOC-IC and program entry point to the level necessary to process the incoming messages and relay them via the Radio Pickup Unit (RPU) to the CPCS. The Directors of Emergency Services of the affected counties will be prepared to provide staffing assistance to the primary entry point as requested. The broadcast industry is encouraged to provide an announcer (and engineer if necessary) to the EOC entry point. This staff will advise all local governments in the EBS-OA of the activation of the program entry point.

At this point, all jurisdictions having a need to input emergency public information to the EBS will contact the county EOC for entry.

Alternate EBS program circuits to the RPU radio circuit are telephone, leased line circuit, or Radio Amateur Civil Emergency Service (RACES).

State EBS input is **not** anticipated in this phase.

2.2.3 Large Scale Disaster

Should a disaster of major magnitude strike the EBS-OA, a disaster which would encompass a number of communities, designated officials will follow the same procedures as a small-scale disaster and input information directly to the CPCS. However, the county will staff the EOC and EBS-IC as rapidly as possible and will assume input responsibility as soon as staff is in position. At that time all jurisdictions in the EBS-OA will be advised and will then relay emergency public information through the EOC EBS-IC for program entry.

a. Media Actions

Upon receipt of a properly authenticated request from a designated official or input via the Radio Pickup Unit from the program entry point in the EOC, the CPCS will transmit the two-tone signal and alert all other EBS-OA stations that EBS is in effect and that a broadcast is forthcoming. All other participating EBS stations will transmit the two-tone signal and stand by to receive the program feed off the air from the CPCS. The CPCS will then broadcast the message.

State EBS programming may also be received by CPCS and any other broadcast station via the State Relay Network. It shall be broadcast "live" or recorded for release following EBS-OA programming.

2.3 EBS TERMINATION

EBS will be terminated when the life- and property-saving phases of the emergency have been terminated by the State or local office of emergency services. This is accomplished with the FCC prescribed announcement: "This concludes operations under the (State or Operational Area) Emergency Broadcast System. All broadcast stations may now resume normal broadcast operations."

2.4 USE OF WARNING DEVICES FOR PEACETIME DISASTER

Local jurisdictions may sound the ATTENTION-ALERT signal to alert the public when EBS is activated to disseminate emergency instructions concerning events affecting the community which require immediate and positive action to save lives and property.

> The ATTENTION-ALERT signal is a 3- to 5-minute steady tone on sirens, horns or other devices. The signal shall be an indication to the public within the affected community to turn on the radio or television receivers to receive emergency instructions.
>
> The ATTACK WARNING signal is a 3- to 5-minute wailing tone on sirens or a series of short blasts on horns or other devices.

The emergency information must be available to the CPCS prior to activating the public warning devices to insure dissemination will coincide with the sounding of ATTENTION-ALERT or ATTACK WARNING signals:

> **Civil Defense sirens should never be sounded without all broadcast stations in that community simulcasting "live" programming by that government which explains why the sirens are being sounded.**

Local jurisdictions planning to use warning devices must periodically publicize the intended use to insure widespread citizen recognition of both the warning signals and the Emergency Broadcast System. It is recommended that any community warning system be tested monthly with a simultaneous EBS test broadcast describing the meaning of the siren signals and the purpose of the Emergency Broadcast System. The programming should originate from the EOC so that the entire EBS-OA system is tested from end to end.

Example:

11:44.30	Sirens sound ATTENTION-ALERT signal for 30 seconds.
11:45.00	Statewide 1-minute EBS broadcast commences on every AM and FM station; TV stations carry either a slide or crawl that states "This is a test of the civil defense warning system and the Emergency Broadcast System. Tune to any radio station for details."
11:45.30	Sirens sound ATTACK WARNING signal for 30 seconds.
11:46.00	EBS broadcast ends. TV station crawl terminates.

Observers report to OES any sirens that malfunctioned and any stations that failed to carry the one minute EBS broadcast. This practice successfully tests equipment, systems, personnel and procedures and is recommended to all communities in California.

3.0 WAR EMERGENCY

3.1 INTRODUCTION

Federal authorities indicate that in all probablility an escalating level of tension and diplomatic exchange will occur prior to a hostile attack on the United States. This time frame could be limited to hours or it could extend over several months.

EBS participating media must remain alert during this period to receive and retransmit instructions and warning to the public.

We also must not discount the possibility of a surprise attack with little or no warning and must remain vigilant in order to respond immediately to activate this plan.

3.2 EBS ACTIVATION PROCEDURES

During a period of escalating tension, EBS may be activated at the State EBS and EBS-OA level for dissemination of Message Priority One or Priority Two communications. See Section 1.4. At the onset of an imminent attack, EBS may be activated for messages in all three message priorities.

3.2.1 National Level Activation

Activation will be in accordance with FCC Regulations and the EBS CHECKLIST as provided to all broadcast stations by the FCC.

3.2.2 State Level Activation

Activation by the State will be carried by the State Relay Network. This activation notification will alert CPCS and all receiver-equipped stations to prepare to receive input via the State Relay Network. The facilities of the Associated Press and United Press International may also be employed to alert the media.

Activation of EBS at the State level may occur during a time of escalating tension or an attack with little or no warning.

a. Activation During a Time of Escalating Tension

Escalating traffic loads will warrant the creation of one or more State EBS Information Centers (EBS-IC) to program State level EBS announcements as appropriate. Operational Areas (EBS-OA) will be taking similar steps.

b. Warning of Imminent Attack

Warning may occur without a period of tension. When the North American Air Defense Command (NORAD) Combat Operations Center issues a warning of imminent attack:

(1) The State Warning Point will transmit the warning as received via NAWAS over the State Relay Network. Simultaneously, county communications centers in California will relay the warning to their CPCS for dissemination.

(2) The State, counties and cities will staff their Emergency Operations Centers, EBS Information Centers and program entry points.

c. Shelter Period

All media personnel, with the exception of those staffing fallout protected facilties at hardened EBS stations and Emergency Operations Centers, are urged to go to a fallout shelter and remain there until the area is declared safe. This may extend from 10-14 days.

If, during the shelter period following receipt of ATTACK WARNING, a protected radio station should malfunction, the affected county will relay information to the nearest EOC having a functioning protected CPCS. That EBS Area will broadcast an announcement reflecting expansion of their coverage to include the affected county EBS-OA.

d. Recovery Period

As areas are declared safe, and if transmitting facilities have survived and are operational, stations will return to the air to assist with the broadcast of information to aid in recovery operations.

3.3 EBS TERMINATION

EBS stations will continue broadcasting until EBS is terminated at all levels previously activated. Termination will be in accordance with the FCC Rules and the orange FCC EBS CHECKLIST booklet.

CALIFORNIA STATE EBS PLAN

ATTACHMENT 1

STATE RELAY NETWORK STATIONS

Mountaintop	Frequency	EBS Stations in Counties to be served
Hoadley	155.700	Shasta (State OES Region 3 HQ)
Diablo	154.710	Alameda, Amador, Calaveras, Colusa, Contra Costa, El Dorado, Marin, Merced, Napa, Nevada, Placer, Sacramento, San Francisco, San Joaquin, San Mateo, Santa Clara, Solano, Sonoma, Stanislaus, Sutter, Yolo, Yuba, State OES Headquarters, State OES Region 2 HQ, State OES Region 4 HQ
Blue Ridge	155.070	Fresno, Kern, Kings, Madera, Tulare, (State OES Region 5 HQ)
Lukens	158.790	Orange, Los Angeles, Ventura, (State OES Region 1 HQ, State OES Region 6 HQ)
Cuyamaca	453.675	Imperial, San Diego

PROPOSED SUPPLEMENTAL SYSTEMS

Air Quality Management District system	39.980	Orange, Los Angeles, Riverside (west), San Bernardino (southwest), Ventura, State OES Regions 1 and 6 Headquarters
Orange County	153.920	Orange County
San Diego Co.	155.940	San Diego County LIFE system
Santa Barbara County	TBA	TBA

CALIFORNIA STATE EBS PLAN

ATTACHMENT 2

HARDENENED CPCS-1 STATIONS

	CITY:	CALL LETTERS:	OES REGION:	OPERATIONAL AREA:
1.	Alturas	KCNO	3	Modoc County
2.	Anaheim	KEZY	1	Orange County
3.	Bakersfield	KUZZ	5	Kern County
4.	Barstow	KWTC	6	San Bernardino County
5.	Bishop	KBOV	6	Bishop
6.	Calexico	KICO	6	Imperial County
7.	Chico	KHSL	3	Mid-Sac'to Valley
8.	Coachella	KCHV	6	Riverside County
9.	Crescent City	KPOD	2	Del Norte County
10.	El Centro	KXO	6	Imperial County
11.	Eureka	KRED/KPDJ-FM	2	Humboldt County
12.	Fresno	KMJ	5	San Joaquin Valley
13.	Los Angeles	KFI	1	Los Angeles
14.	Los Angeles	KNX	1	Los Angeles
15.	Marysville	KMYC	3	Marysville/Yuba City
16.	Modesto	KTRB	4	Stockton/Modesto
17.	Redding	KSXO	3	Redding
18.	Riverside	KPRO	6	Riverside County
19.	Sacramento	KFBK	4	Sacramento
20.	San Diego	KKLQ	6	San Diego County
21.	San Francisco	KNBR	2	Bay Counties
22.	San Jose	KHTT	2	Santa Clara County
23.	Santa Cruz	KCSO	2	Monterey Bay
24.	San Luis Obispo	KVEC	2	Santa Barbara/SLO
25.	Santa Rosa	KSRO	2	Sonoma County
26.	Santee-San Diego	KCBQ	6	San Diego County
27.	Stockton	KJOY	4	Stockton/Modesto
28.	Susanville	KSUE	3	Lassen County
29.	Ukiah	KUKI	2	Mendocino/Lake Cos.
30.	Yreka	KSYC	3	Siskiyou County
31.	Ventura	KVEN	2	Ventura County

CALIFORNIA STATE EBS PLAN

ATTACHMENT 3

OPERATIONAL AREAS IN THE CALIFORNIA EBS PLAN

OPERATIONAL AREA NAME:	CPCS-1	CPCS-2	CPCS-3	CPCS-4
Del Norte County	KPOD			
Siskiyou County	KSYC			
Modoc County	KCNO			
Humboldt County	KRED	KINS	KATA	KIEM-TV
Redding .... Shasta County Trinity County	KSXO			
Lassen County	KSUE AM & FM			
Mendocino .... Lake County Mendocino County	KUKI & KIAH(FM)			
Mid-Sacramento Valley .... Counties of: Butte, Glenn, Plumas, Sierra, Tehama	KHSL	KPAY	KORV	KBLF
Marysville-Yuba City .... Counties of: Colusa, Sutter, Yuba	KRFD AM & FM			
Sacramento .... Counties of: Alpine, El Dorado, Placer, Nevada, Sacramento, Yolo	KFBK	KRAK	KGNR KCRA-TV	
Bay Counties................... Counties of: Alameda, Contra Costa, Marin, San Mateo, San Francisco	KNBR KYUU(FM)	KCBS	KGO	
Sonoma County..................	KSRO			
Napa County				
Solano County				
Santa Clara County.............	KHTT	KLOK	KEEN KBAY(FM)	

Stockton	KJOY	KWG			
	KJAX(FM)				
Counties of Amador, Calaveras, and San Joaquin					
Modesto	KTRB	KHOP(FM)			
Counties of Stanislaus and Tuolumne					
Fresno	KMJ	KFRE	KYNO	KNGS	
	KMJ(FM)				
	KMJ-TV				
Counties of: Fresno, Kings, Madera, Mariposa, Merced, Tulare					
Bishop	KBOV				
Counties of: Inyo, Mono					
Monterey Bay	KSCO	KTOM	KMBY(FM)		
	KSCO(FM)				
	KSCO-TV				
Counties of Santa Cruz, Monterey, San Benito					
Bishop	KIBS				
Counties of: Inyo, Mono					
Santa Barbara/San Luis Obispo..	KVEC	KIST	KATY	KDB	KSMA
Counties of:				KDB(FM)	KSMA(FM)
San Luis Obispo, Santa Barbara					
Kern County	KUZZ	KPMC	KERN		
Ventura County	KOGO	KVEN	KOXR	KAAP	KTRO
	KBBY(FM)				
Los Angeles	KFI	KNX	KROQ	KGER	KWKW
Orange	KEZY	KWIZ			
San Bernardino County	KFXM	KNSE	KIOT		
	KDUO(FM)	KNTF(FM)			
Riverside County	KFXM	KCHV(FM)	KDES(FM)	KCMJ	
	KDUO(FM)				
San Diego County	KKLQ	KCBQ	KFMB	KSDO	KPQP
	KKLQ(FM)		KFMB(FM)		KGB(FM)
			KFMB-TV		
Imperial County	KICO	KXO	KROP		

CALIFORNIA STATE EBS PLAN

COMMUNICATIONS OPERATIONS ORDER NO. 1

MONTHLY TEST OF THE CALIFORNIA STATE EMERGENCY BROADCAST SYSTEM

1. PURPOSE

The purpose of a monthly test of the State level input to the State of California EBS is to test and exercise the personnel and equipment of government and participating broadcast industry stations, through the successful origination of a brief test program from a State OES location, for on-air broadcast or tape recording by participating broadcast stations and government systems.

2. PROCEDURES - GENERAL

DAY AND TIME

The first Tuesday of each month at 10:45 a.m. (If the scheduled day is a holiday, the test will be conducted the following day at 10:45 a.m.)

LENGTH OF TEST

Approximately one (1) minute.

RELAY NETWORK

The State EBS programming is carried on various State and local government VHF-FM and UHF-FM radio transmitters. Refer to ATTACHMENT 1 - STATE RELAY NETWORK STATIONS for the frequency serving your area.

BROADCAST

Broadcast stations receiving the State EBS tests are urged to rebroadcast the test live at 10:45 a.m. The broadcast will be preceded by a one minute countdown. Broadcast stations carrying the State EBS test need not originate their own weekly test as this test will suffice for the FCC-required weekly test.

REFER TO THE NEXT PAGE FOR THE DETAILED PROCEDURES ON HOW

TO PERFORM AND PARTICIPATE IN A MONTHLY STATEWIDE EBS TEST

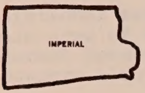
PROCEDURES - DETAILED

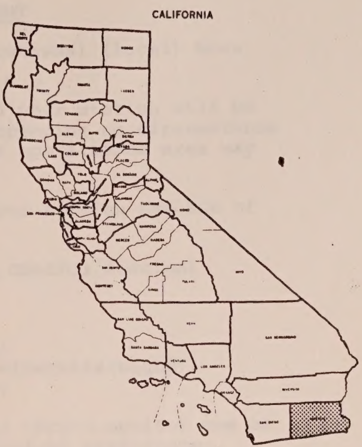
TIME	WHO	CHECK	ACTION
9:45 AM	STATE OES	____	Activate State EBS Relay Network encoder.
		____	Make pre-test announcement: THE FOLLOWING IS NOT FOR BROADCAST. I REPEAT, THE FOLLOWING IS NOT FOR BROADCAST. THIS IS A REMINDER OF THE MONTHLY STATE EBS TEST BROADCAST TODAY, ONE HOUR FROM NOW AT 10:45 A.M. TO BROADSCAST THIS MONTHLY TEST AT 10:45, THE CPCS-1 AND ANY OTHER STATION MUST ACTIVATE YOUR EBS TONE GENERATOR AT 10:44 FOR 30 SECONDS AND PREPARE TO CARRY THIS STATE EBS NET AT 10:45 SHARP. WE WILL GO BY TELEPHONE COMPANY TIME AND URGE YOU ALL TO SET YOUR TIME PRECISELY TO THE TELEPHONE COMPANY TIME. > OUR NEXT CLOSED-CIRCUIT NOT-FOR-BROADCAST TEST WILL BE AT 10:15. I REPEAT . . .
10:15 AM	STATE OES	____	Activate encoder.
		____	(Repeat the above pre-test announcement except for the last sentence): >THE NEXT CLOSED-CIRCUIT PRE-BROADCAST ANNOUNCEMENT WILL BE AT 10:43. I REPEAT . . .
10:43.30	STATE OES	____	Activate encoder!
		____	STANDBY FOR THE STATE EMERGENCY BROADCAST SYSTEM TEST AT 10:45. THE TIME IS NOW 10:____ AND ____ SECONDS. ALL STATIONS SHOULD ACTIVATE YOUR EBS TWO-TONE ENCODER AT 10:44.30 AND BE READY TO CARRY THIS NETWORK FEED LIVE AT 10:45 SHARP. I REPEAT, ALL STATIONS SHOULD ACTIVATE YOUR EBS TWO-TONE ENCODER AT 10:44.30 AND CARRY THIS NETWORK FEED LIVE AT 10:45 SHARP.
10:44.00	STATE OES	____	1 MINUTE TO BROADCAST! STANDBY TO ACTIVATE YOUR EBS TONE GENERATOR ON CUE.
10:44.30	STATE OES	____	30 SECONDS TO BROADCAST. TRANSMIT YOUR EBS TONES NOW!
10:44.35	ALL STATIONS	____	Transmit the EBS encoder tones!
10:44.45	STATE OES	____	15 SECONDS TO BROADCAST!
10:44.50	STATE OES	____	10 - 9 - 8 - 7 - 6 - 5 - 4 - 3 - 2 - 1
10:45.00	STATE OES	____	(READ 55 SECOND SCRIPT)
	ALL STATIONS CARRY LIVE OR TAPE RECORD AT THIS TIME		
10:45.55	STATE OES	____	THIS CONCLUDES THIS TEST OF THE CALIFORNIA STATE EMERGENCY BROADCAST SYSTEM.

10:46.02 ALL STATIONS........resume normal prgramming.

* * * * *

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - IMPERIAL COUNTY OPERATIONAL AREA





STATION FACILITIES	FREQUENCY EBS DESIGNATION
KROP Brawley 0.5/1 kW U	1300 PRI CPCS-2
KICO CALEXICO 0.25/1 kW U	1490 PRI CPCS-1
KAMP El Centro 1 kW D	1430 PRI (D) ( )ALT (N)
KXO El Centro 0.25/1 kW U	1230 PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KECC-TV El Centro 40.7 kW 1720 ft	CH 9 PRIMARY

HOW TO DETERMINE YOUR MONITORING ASSIGNMENT

1. Locate your station on one of the Operational (local) Area maps on the following pages.

   The operational area in which you find your station will be your main area of concern. However, depending on circumstance the adjacent operational areas to your operational area may be of concern also.

2. Notice on the operational area that your station has one of the following EBS DESIGNATIONS:

   a. PRI CPCS-1 (Primary Common Program Control Station)
   b. PRI CPCS-2,3,4,or 5
   c. PRIMARY
   d. PRI RELAY (Primary Relay Station)
   e. ALT RELAY (Alternate Relay Station)
   f. PRI (D) ALT (N) (Primary(Day) and Alternate(Night))
   g. NON-EBS (Non Participating Station)

3. If your station is designated as a PRI CPCS-1,monitor one of the following stations, listed in numerical preference:

   1) PRI RELAY not affiliated with your station.
   2) PRI RELAY of any adjacent operational areas.
   3) PRI CPCS-1,2,3,4, or 5 of adjacent operational areas.
   4) Any participating stations.

4. If your station is designated as a PRI CPCS-2,3,4, or 5 or PRIMARY, or PRI (D) ALT (N), or NON-EBS, monitor one of the following stations, listed in numerical preference:

   1) PRI CPCS-1
   2) PRI CPCS-2,3,4, or 5
   3) PRI RELAY
   4) PRIMARY
   5) Any participating stations

5. If your station is designated as a PRI RELAY or ALT RELAY, first look at the State Network map on the last page following the Operational Area maps. Monitor one of the following stations listed in numerical preference, as designated on the State Network and Operational Area maps.

   1) PRI RELAY preceeding next in line as shown by the arrows on the State Network map.
   2) PRI CPCS-1 nearest but not affiliated with your station.
   3) PRI CPCS-2,3,4, or 5
   4) Any participating station.

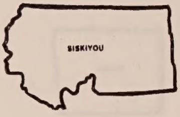
DETAILED CALIFORNIA EBS OPERATIONAL PLAN - DEL NORTE COUNTY OPERATIONAL AREA

CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KPLY Crescent City 0.25 kW U	1240 PRI CPCS-1
KPOD Crescent City 1 kW D	1310 PRI (D) ( )ALT (N)

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KVXJ(FM) Crescent City 0.01 kW	90.1 NON-EBS

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - SISKIYOU COUNTY OPERATIONAL AREA



CALIFORNIA

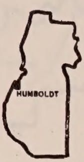
STATION FACILITIES	FREQUENCY EBS DESIGNATION
KWSD Mt. Shasta	620
1 kW D	PRI (D) ( )ALT (N)
●KSYC Yreka	1490
0.25/1 kW U	PRI CPCS-1

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - MODOC COUNTY OPERATIONAL AREA

CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
●KCNO Alturas	570
5 kW D PRI CPCS-1 (D) (	)ALT (N)

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - HUMBOLDT COUNTY OPERATIONAL AREA



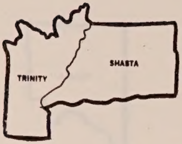
CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KATA Arcata 0.25/1 kW U	1340 PRI CPCS-3
KHUM Eureka 5 kW D	790 PRI (D) ( )ALT (N)
KINS Eureka 0.5/5 kW DA-N U	980 PRI CPCS-2
●KRED EUREKA 5 kW DA-N U	1480 PRI CPCS-1
KNCR Fortuna 10 kW D	1090 PRI (D) ( )ALT (N)

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KAHS(FM) Arcata 0.01 kW	91.5 PRIMARY
KHSU-FM Arcata 0.01 kW	90.5 PRIMARY
KXGO(FM) Arcata .22 kW 920 ft	93.5 PRIMARY
●KFMI(FM) EUREKA 30 kW 1580 ft	96.3 PRI RELAY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KEET(TV) Eureka 66.1 kW 1510 ft	CH 13 PRIMARY
●KIEM-TV EUREKA 100 kW 1650 ft	CH 3 PRI CPCS-1
KVIQ-TV Eureka 100 kW 1740 ft	CH 6 PRIMARY

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - REDDING OPERATIONAL AREA



CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KAVA Burney 0.25/1 kW U	1450 PRI CPCS-3
KCLM Redding 5 kW D	1330 PRI CPCS-4 (D) ( )ALT (N)
KQMS Redding 0.25/1 kW U	1400 PRI CPCS-2
KRDG Redding 0.25/1 kW U	1230 PRIMARY
●KVCV REDDING 1 kW DA-1	600 PRI CPCS-1
KVIP Redding 1 kW D	540 PRI (D) ( )ALT (N)

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KIXE-TV Redding 115 kW 3590 ft	CH 9 PRIMARY
●KRCR-TV REDDING 115 kW 3620 ft	CH 7 PRI RELAY

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - LASSEN COUNTY OPERATIONAL AREA

CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
●KSUE SUSANVILLE 0.25/1 kW U	1240 PRI CPCS-1

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - MENDOCINO COUNTY OPERATIONAL AREA

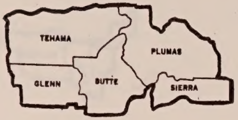
MENDOCINO
LAKE

CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KDAC Fort Bragg 0.25/1 kW U	1230 PRIMARY
KBLC Lakeport 0.5 kW D	1270 PRI (D) ( )ALT (N)
KMFB Mendocino 1 kW D	1300 PRI (D) ( )ALT (N)
●KUKI UKIAH 0.25/1 kW U	1400 PRI CPCS-1

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KMFB-FM Mendocino 3 kW 165 ft	92.7 PRIMARY
●KLIL(FM) UKIAH 6.7kW 1090 ft	94.5 PRI RELAY
●KKTU(FM) UKIAH 1.9kW 1840 ft	103.3 PRI CPCS-1

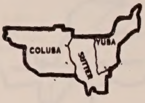
DETAILED CALIFORNIA EBS OPERATIONAL PLAN - MID-SACRAMENTO VALLEY OPERATIONAL AREA



CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION	STATION FACILITIES	FREQUENCY EBS DESIGNATION	STATION FACILITIES	FREQUENCY EBS DESIGNATION
● KHSL Chico 5 kW DA-N U	1290 PRI CPCS-1	KCHO(FM) Chico 0.01 kW	91.1 PRIMARY	● KHSL-TV Chico 316 kW 1300 ft	CH 12 PRI CPCS-1
KPAY Chico 10 kW DA-N U	1060 PRI CPCS-2	KFMF(FM) Chico 14 kW 215 ft	93.7 PRIMARY		
KORV Oroville 0.25/1 kW U	1340 PRI CPCS-3	● KPAY-FM CHICO 6 kW 1160 ft	95.1 PRI RELAY		
KEWQ Paradise 0.5 kW D	930 PRI (D) ( )ALT (N)	KFRW(FM) Quincy 0.91 kW -720 ft	95.9 PRIMARY		
KPCO Quincy 0.5 kW D	1370 PRI (D) ( )ALT (N)				
KBLF Red Bluff 0.25/1 kW U	1490 PRI CPCS-4				
KIQS Willows 0.25 kW D	1560 PRI (D) ( )ALT (N)				

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - MARYSVILLE/YUBA CITY OPERATIONAL AREA

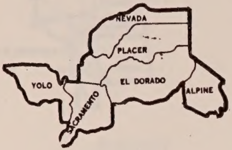


CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
● KMYC MARYSVILLE 1/5 kW DA-2 U	1410 PRI CPCS-1
KOBO Yuba City 0.1 kW U	1450 PRIMARY
KUBA Yuba City 0.5/5 kW DA-N U	1600 PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
● KRFD(FM) MARYSVILLE 4.9kW 150 ft	99.9 PRI CPCS-1
KHEX(FM) Yuba City 3 kW 164.63 ft	103.9 PRIMARY

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - SACRAMENTO OPERATIONAL AREA



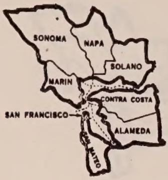
CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KAHI Auburn	950
5kW DA-D	PRI (D) ( )ALT (N)
KOWL Bijou	1490
0.25/1 KW U	PRIMARY
KPOP Roseville	1110
0.5kW DA-N U	PRIMARY
KCRA Sacramento	1320
1/5 kW DA-2 U	PRI CPCS-3
KFBK SACRAMENTO	**1530**
50kW DA-1 U	PRI CPCS-1
KGMS Sacramento	1380
1kW DA-2 U	PRIMARY
KJAY Sacramento	1430
0.5kW DA-D	PRI (D) ( )ALT (N)
KNDE Sacramento	1470
1/5 kW DA-2 U	PRIMARY
KRAK Sacramento	1140
50kW DA-1 U	PRI CPCS-2
KROY Sacramento	1240
0.25/1 kW U	PRIMARY
KOWL South Lake Tahoe	1490
0.25/1 kW U	PRIMARY
KTHO South Lake Tahoe	590
0.5/1 kW DA-N U	PRIMARY
KTRT Truckee	1400
0.25/1 kW U	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KAFI(FM) Auburn	101.1
3.2kW 450 ft	PRIMARY
KDVS(FM) Davis	91.5
0.01kW	NON-EBS
KEGH-FM Elk Grove	90.1
0.01	PRIMARY
KPIP(FM) Roseville	93.5
3kW 130 ft	PRIMARY
KCTC(FM) SACRAMENTO	**96.1**
45kW 520 ft	PRI RELAY
KEBR(FM) Sacramento	100.5
115kW 380 ft	PRIMARY
KERS(FM) Sacramento	90.7
5.4kW 69ft	PRIMARY
KEWT(FM) Sacramento	105.1
50kW 420 ft	PRI CPCS-2
KEZS(FM) Sacramento	96.9
64kW 280 ft	PRIMARY
KFBK-FM Sacramento	92.5
115kW 240 ft	ALT RELAY
KXOA(FM) Sacramento	107.9
49kW 140 ft	PRIMARY
KZAP(FM) Sacramento	98.5
35kW 255 ft	NON-EBS
KTHO-FM South Lake Tahoe	103.1
3kW -490 ft	PRIMARY
KNLT(FM) Truckee	101.7
1.7kW 380 ft	PRIMARY
KSFM(FM) Woodland	102.5
50 kW 180 ft	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KCRA-TV Sacramento	CH 3
100kW 1490 ft	PRI CPCS-3
KMUV-TV Sacramento	CH15
490kW 1120 ft	PRIMARY
KTXL(TV) Sacramento	CH 40
622kW 960 ft	PRIMARY
KVIE(TV) Sacramento	CH 6
55kW 1120 ft	PRIMARY
KXTV(TV) Sacramento	CH 10
309kW 1490 ft	PRIMARY

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - BAY COUNTIES OPERATIONAL AREA



CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KRE Berkley	1400
0.25/1 kW U	PRIMARY
KWUN Concord	1480
0.5 kW DA-D	PRI (D) ( )ALT (N)
KVON Napa	1440
1/5 kW DA-2 U	PRIMARY
KABL Oakland	960
5 kW DA-1 U	PRIMARY
KDIA Oakland	1310
5 kW DA-1 U	PRIMARY
KNEW Oakland	910
5 kW DA-N U	PRIMARY
TOB Petaluma	1490
.25/1 kW U	PRIMARY
KKIS Pittsburg	990
kW DA-2 U	PRIMARY
KCBS San Francisco	740
50 kW DA-2 U	PRI CPCS-3
KEST San Francisco	1450
0.25/1 kW U	NON-EBS
KFAX San Francisco	1100
1/50 kW U L-WKYC	PRIMARY
KFRC San Francisco	610
5 kW U	PRIMARY
KGO San Francisco	810
50 kW DA-1 U	PRIMARY
KIQI San Francisco	1010
10 kW DA-D	PRI (D) ( )ALT (N)
KKHI San Francisco	1550
10 kW DA-2 U	PRIMARY
KNBR San Francisco	680
50 kW U	PRI CPCS-1
KSFO San Francisco	560
1/5 kW U	PRIMARY
KSOL San Francisco	1450
0.25/1 kW U	PRIMARY
KYA San Francisco	1260
1/5 kW U	PRIMARY
KOFY San Mateo	1050
1 kW D	NON-EBS
KTIM San Rafael	1510
1 kW D	PRI (D) ( )ALT (N)
KHVM Santa Rosa	1580
.5 kW D	PRI (D) ( )ALT (N)
PLS Santa Rosa	1150
.5/5 kW DA-2 U	PRIMARY
KSRO Santa Rosa	1350
5 kW DA-N U	PRI CPCS-2
KVRE Santa Rosa	1460
1 kW DA-D	PRI (D) ( )ALT (N)
KNBA Vallejo	1190
0.25 kW D	PRI (D) ( )ALT (N)

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KTVU(TV) Oakland	CH 2
100kW 1570 ft	PRIMARY
KBHK-TV San Francisco	CH 44
871kW 610ft	PRIMARY
KEMO-TV San Francisco	CH 20
1700kW 1270 ft	NON-EBS
KGO-TV San francisco	CH 7
316kW 1670 ft	PRIMARY
KPIX(TV) San Francisco	CH 5
100kw 1140 ft	PRIMARY
KQEC(TV) San Francisco	CH 32
1016kW 1100 ft	NON-EBS
KQED(TV) San Francisco	CH 9
316kW 1210 ft	NON-EBS
KRON-TV San Francisco	CH 4
100kW 1310 ft	PRIMARY
KTSF-TV San Francisco	CH 26
245kW 1580 ft	NON-EBS
KVOF-TV) San Francisco	CH 38
891kW 1310 ft	PRIMARY
KCSM-TV San Mateo	CH 14
13.8kW 380 ft	NON-EBS
KFTY(TV) Santa Rosa	CH 50
269kW 3090 ft	PRIMARY

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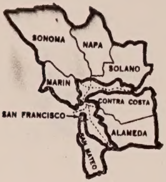
DETAILED CALIFORNIA EBS OPERATIONAL PLAN - BAY COUNTIES OPERATIONAL AREA



CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KJAZ(FM) Alameda	92.7
1.85kW 370 ft	PRIMARY
KANG(FM) Angwin	89.9
20kW 800 ft	PRIMARY
KALX(FM) Berkeley	90.7
0.01kW	NON-EBS
KPFA(FM) Berkeley	94.1
[illegible]	PRIMARY
KPFB(FM) Berkeley	89.3
0.64kW -97.6 ft	PRIMARY
KRE-FM Berkeley	102.9
50kW 170 ft	PRIMARY
[illegible]S(FM) Concord	91.1
[illegible]2kW -145 ft	PRIMARY
KFMR(FM) Fremont	104.9
3kW 115 ft	NON-EBS
KOHL(FM) Fremont	89.3
0.01kW	PRIMARY
KKIQ(FM) Livermore	101.7
3kW -150 ft	PRIMARY
KSMC(FM) Moraga	89.5
0.055 kW 95 ft	NON-EBS
KRVH(FM) Rio Vista	90.9
0.01 kW	PRIMARY
KABL-FM San Francisco	98.1
100 kW 940 ft	PRIMARY
KALW(FM) San Francisco	91.7
3.3 kW 70 ft	PRIMARY
KBRG(FM) San Francisco	105.3
15 kW 810 ft	PRIMARY
KCBS-FM San Francisco	98.9
4.3 kW 1450 ft	PRI CPCS-3
KDFC(FM) San Francisco	102.1
33 kW 1050 ft	PRIMARY
KEAR(FM) San Francisco	97.3
82 kW 1100 ft	PRIMARY
KFOG(FM) San Francisco	104.5
13.5 kW 1440 ft	PRIMARY
KFRC-FM San Francisco	106.1
69 kW 1290 ft	ALT RELAY
KIOI(FM) SAN FRANCISCO	101.3
125 kW 1170 ft	PRI RELAY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KKHI-FM San Francisco	95.7
5.6kW 1190 ft	NON-EBS
KMPX(FM) San Francisco	106.9
40kW 1120 ft	NON-EBS
KNBR-FM SAN FRANCISCO	99.7
45kW 1240 ft	PRI CPCS-1
KPOO(FM) San Francisco	89.5
0.245kW 410 ft	PRIMARY
KQED-FM San Francisco	88.5
110kW 1270 ft	PRIMARY
KRON-FM San Francisco	96.5
33 kW1220 ft	PRIMARY
KSAN(FM) San Francisco	94.9
35kW 1140 ft	PRIMARY
KSFX(FM) San Francisco	103.7
7kW 1450 ft	PRIMARY
KUSF(FM) San Francisco	90.3
1.45kW 105 ft	PRIMARY
KYA-FM San Francisco	93.3
25kW 660 ft	PRIMARY
KCSM(FM) San Mateo	91.1
14kW 330 ft	NON-EBS
KSOL(FM) San Mateo	107.7
3.8kW 1590 ft	PRIMARY
KTIM-FM San Rafael	100.9
1.9kW 360 ft	PRIMARY
KVRE-FM Santa Rosa	99.3
0.135kW 1100 ft	PRIMARY
KBBF(FM) Santa Rosa	89.1
0.42kW 2770 ft	PRIMARY
KZST(FM) Santa Rosa	100.1
3kW 240 ft	PRIMARY
KZSU(FM) Stanford	90.1
0.01kW	PRIMARY
KVIK(FM) Travis A.F.B	91.5
0.01kW	PRIMARY
KUIC(FM) Vacaville	95.3
2.85kW 205 ft	PRIMARY
KBFM(FM) Walnut Creek	92.1
3kW 89 ft	PRIMARY

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DETAILED CALIFORNIA EBS OPERATIONAL PLAN - SANTA CLARA COUNTY OPERATIONAL AREA

SANTA CLARA

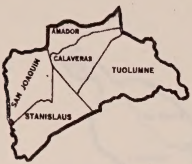
CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KAZA Gilroy	1290
5 kW DA-D	PRI (D) ( )ALT (N)
KIBE Palo Alto	1220
5 kW D	PRI (D) ( )ALT (N)
KEEN San Jose	1370
5 kW DA-2 U	PRI CPCS-3
KLIV San Jose	1590
5 kW DA-N U	PRIMARY
KLOK San Jose	1170
5/50 kW DA-2 U	PRI CPCS-2
KXRX San Jose	1500
5/10 kW DA-2 U	PRI CPCS-1
KEGL Santa Clara	1430
1 kW DA-1 U	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KKUP(FM) Cupertino	91.5
0.042kW 2294 ft	PRIMARY
KSND(FM) Gilroy	94.3
0.09kW 1350	PRIMARY
KFJC(FM) Los Altos	89.7
0.01kW	PRIMARY
KPEN(FM) Los Altos	97.7
3kW -175 ft	NON-EBS
KRVE(FM) Los Gatos	95.3
0.25kW 860 ft	PRIMARY
KSFH(FM) Mountain View	90.5
0.01kW	PRIMARY
KBAY(FM) San Jose	100.3
14.5kW 2580 ft	PRI CPCS-3
KEZR(FM) San Jose	106.5
50kW 430 ft	PRIMARY
KOME(FM) San Jose	98.5
12.5kW 880 ft	PRIMARY
KSJO(FM) San Jose	92.3
20kW -57 ft	PRIMARY
KSJS(FM) San Jose	90.7
0.085kW -170 ft	PRIMARY
KARA(FM) Santa Clara	105.7
25.5kW 460 ft	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KGSC-TV San Jose	CH 36
2735 kW 2000 ft	NON-EBS
KNTV(TV) San Jose	CH 11
24kW 2770 ft	NON-EBS
KTEH(TV) San Jose	CH 54
95kW 30 ft	PRIMARY

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - STOCKTON/MODESTO OPERATIONAL AREA



CALIFORNIA

STATION FACILITIES		FREQUENCY EBS DESIGNATION
KLOC Ceres		920
0.5 kW DA-D	PRI (D) (	)ALT (N)
KCVR Lodi		1570
5 kW DA-D	PRI (D) (	)ALT (N)
KBEE Modesto		970
1 kW DA-2 U		PRIMARY
KFIV Modesto		1360
1/5 kW DA-2 U		PRIMARY
KTRB Modesto		860
1/10 kW DA-2 U		PRI CPCS-3
KVML Sonora		1450
0.25/1 kW U		PRIMARY
KJOY STOCKTON		1280
1 kW DA-N U		PRI CPCS-1
KSTN Stockton		1420
1/5 kW DA-2 U		PRIMARY
KWG Stockton		1230
0.25/1 kW U		PRI CPCS-2
KCEY Turlock		1390
5 kW DA-2 U		PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KNGT(FM) Jackson	94.3
0.165 kW 1090 ft	PRIMARY
KWIN(FM) Lodi	97.7
3 kW 185 ft	PRIMARY
KNBS(FM) Manteca	90.3
0.01 kW	PRIMARY
KBEE-FM Modesto	103.3
10.5 kW 150 ft	PRIMARY
KDHS(FM) Modesto	90.5
0.01 kW	PRIMARY
KBHI-FM Modesto	89.9
0.01 kW	PRIMARY
KTRB-FM Modesto	104.1
4.7 kW 260 ft	PRI CPCS-3
KOSO(FM) Patterson	93.1
1.1 kW 1790 ft	PRIMARY
KROG(FM) Sonora	92.7
3 kW 64 ft	PRIMARY
KCJH(FM) Stockton	90.5
0.01 kW	PRIMARY
KJAX(FM) STOCKTON	99.3
3 kW 185 ft	PRI CPCS-1
KSJC-FM Stockton	89.5
0.01 kW	PRIMARY
KSTN-FM STOCKTON	107.3
8.1 kW 1610 ft	PRI RELAY
KUOP(FM) Stockton	91.3
30 kW 215 ft	ALT RELAY
KSRT(FM) Tracy	100.9
2.5 kW 300 ft	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KLOC-TV Modesto	CH 19
25.7 kW 1320 ft	PRIMARY
KAJC(TV) Stockton	CH 58
270 kW 1510 ft	PRIMARY
KOVR(TV) Stockton	CH 13
281 kW 1490 ft	PRIMARY

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - MONTEREY BAY OPERATIONAL AREA

SANTA CRUZ
SAN BENITO
MONTEREY

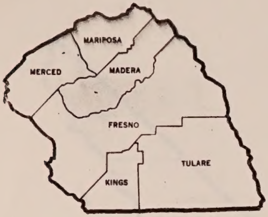
CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KRML Carmel	1410
0.5 kW D	PRI (D) ( )ALT (N)
KMPG Hollister	1520
0.5 kW D	PRI (D) ( )ALT (N)
KRKC King City	1490
0.25/1 kW SH	PRIMARY
KIDD Monterey	630
1 kW DA-2 U	PRIMARY
KMBY Monterey	1240
0.25/1 kW U	PRI CPCS-3
KCTY Salinas	980
1 kW DA-D	PRI (D) ( )ALT (N)
KDON Salinas	1460
5 kW DA-1 U	PRIMARY
KKEE Salinas	1570
0.25 kW D	PRI (D) ( )ALT (N)
KTOM Salinas	1380
5 kW DA-2 U	PRI CPCS-2
● KSCO Santa Cruz	1080
5/10 kW DA-N U	PRI CPCS-1
KOMY Watsonville	1340
0.25/1 kW U	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KLRB(FM) Carmel	101.7
0.63 kW 590 ft	PRIMARY
● KWAV(FM) MONTEREY	96.9
18 kW 2570 ft	PRI RELAY
KOCN(FM) Pacific Grove	104.9
1 kW 50 ft	PRIMARY
KAUG(FM) Salinas	90.9
0.01 kW	PRIMARY
KCTY-FM Salinas	103.9
3 kW -120 ft	PRIMARY
KSBW-FM Salinas	102.5
18.5 kW 2270 ft	PRIMARY
KWYT(FM) Salinas	100.7
0.91 kW 2370 ft	PRIMARY
● KSCO-FM Santa Cruz	99.1
24kW -250 ft	PRI CPCS-1
KUSP(FM) Santa Cruz	89.1
0.860 kW	PRIMARY
KZSC(FM) Santa Cruz	88.1
0.016 kW	PRIMARY
KZEN(FM) Seaside	107.1
0.58 kW 570 ft	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KMST(TV) Monterey	CH 46
443 kW 2530 ft	PRIMARY
KSBW-TV Salinas	CH 8
234 kW 2330 ft	PRI CPCS-2

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - FRESNO OPERATIONAL AREA.



CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KOLI Coalinga	1470
0.5 kW D	PRI (D) ( )ALT (N)
KRDU Dinuba	1130
1 kW DA-1 U	PRIMARY
[illegible]IP Fowler	1220
	PRI (D) ( )ALT (N)
[illegible]	1430
kW DA-1 U	PRIMARY
KBIF Fresno	900
kW D	PRI (D) ( )ALT (N)
AP Fresno	980
0.5 kW D	PRI (D) ( )ALT (N)
KFRE Fresno	940
50 kW DA-2 U	PRI CPCS-2
KGST Fresno	1600
5 kW D	PRI (D) ( )ALT (N)
KIRV Fresno	1510
0.5 kW D	PRI (D) ( )ALT (N)
KMAK Fresno	1340
0.25/1 kW U	PRIMARY
KMJ FRESNO	580
5 kW U	PRI CPCS-1
KXEX Fresno	1550
0.5 kW D	PRI (D) ( )ALT (N)
KYNO Fresno	1300
1/5 kW DA-N U	PRI CPCS-3
KNGS Hanford	620
1 kW DA-N U	PRI CPCS-4
KLAN Lemoore	1320
1 kW DA-D	PRI (D) ( )ALT (N)
KOAD Lemoore	1240
0.25kW U	PRIMARY
KLBS Los Banos	1330
0.5kW U	PRIMARY
KHOT Madera	1250
0.5kW D	PRI (D) ( )ALT (N)
KWIP Merced	1580
1kW D	PRI (D) ( )ALT (N)
KYOS Merced	1480
5kW DA-N U	PRIMARY
P Porterville	1450
5/1 kW U	PRIMARY
KCOK Tulare	1270
1/5 kW DA-N U	PRIMARY
KGEN Tulare	1370
1kW D	PRI (D) ( )ALT (N)
KONG Visalia	1400
0.25/1 kW U	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KLTA(FM) Dinuba	98.9
1.5 kW 2043 ft	PRIMARY
KARM-FM Fresno	101.9
1.8kW 1870 ft	PRIMARY
KFIG(FM) FRESNO	101.1
50kW 310 ft	PRI RELAY
KFYE(FM) Fresno	93.7
68kW 1950 ft	ALT RELAY
KKNU(FM) Fresno	102.7
1.6kW 1980 ft	PRIMARY
KMJ-FM FRESNO	97.9
48kW 290 ft	PRI CPCS-1
KPHD(FM) Fresno	95.5
50kW 320 ft	PRI CPCS-3
KLBS-FM Los Banos	95.9
2.6kW 125 ft	PRIMARY
KUUL(FM) Madera	92.1
3 kW 187 ft	PRIMARY
KAMB(FM) MERCED	101.5
50 kW 390 ft	PRI RELAY
KBDR(FM) Merced	89.1
0.01 kW	PRIMARY
KIOO(FM) PORTERVILLE	99.7
15 kW 690 ft	PRI RELAY
KBOS(FM) Tulare	94.9
0.77 kW 2650 ft	PRIMARY
KWSM(FM) Tulare	106.7
0.8 kW 2550 ft	PRIMARY
KONG-FM Visalia	92.9
10 kW 960 ft	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KAIL(TV) Fresno	CH 53
15.4kW (DA) 350 ft	PRIMARY
KJEO(TV) Fresno	CH 47
200kW (DA) 1790ft	PRIMARY
KMJ-TV FRESNO	CH 24
191kW 2350 ft	PRI CPCS-1
KSFN-TV Fresno	CH 30
347kW 2021 ft	PRIMARY
KVTV(TV) Fresno	CH 18
158kW 2218 ft	PRIMARY
KFTV(TV) Hanford	CH 21
132kW (DA) 1840 ft	PRIMARY
KMPH(TV) Tulare	CH 26
363kW (DA) 2730 ft	PRIMARY
KICU-TV Visalia	CH 43
155kW 850 ft	PRIMARY

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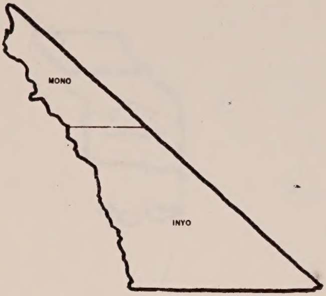
DETAILED CALIFORNIA EBS OPERATIONAL PLAN - BISHOP OPERATIONAL AREA



CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION	STATION FACILITIES	FREQUENCY EBS DESIGNATION
●KIBS Bishop 0.25/1 kW U	1230 PRI CPCS-1	●KMMT(FM) MAMMOTH LAKES 3kW 155 ft	106.3 PRI RELAY

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - SANTA BARBARA/SAN LUIS OBISPO OPERATIONAL AREA

SAN LUIS OBISPO
SANTA BARBARA

CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
FYV Arroyo Grande	1280
1 kW DA-N U	PRIMARY
KKOK Lompoc	1410
0.5 kW DA-D	PRI (D) ( )ALT (N)
KLOM Lompoc	1330
1 kW DA-D	PRI (D) ( )ALT (N)
KNEZ Lompoc	960
0.5 kW DA-N U	PRIMARY
KBAI Morro Bay	1150
0.5 kW D	PRI (D) ( )ALT (N)
KPRL Paso Robles	1230
0.25/1 kW U	PRIMARY
KATY San Luis Obispo	1340
0.25/1 kW U	PRI CPCS-3
KSLY San Luis Obispo	1400
0.25/1 kW U	PRIMARY
KVEC SAN LUIS OBISPO	920
0.5/1 kW U	PRI CPCS-1
KDB Santa Barbara	1490
0.25/1 kW U	PRI CPCS-4
KIST Santa Barbara	1340
0.25/1 kW U	PRI CPCS-2
KKIO Santa Barbara	1290
0.5 kW D	PRI (D) ( )ALT (N)
KTMS Santa Barbara	1250
1 kW DA-1 U	PRIMARY
KTYD Santa Barbara	990
1 kW DA-D	PRI (D)( )ALT (N)
KSEE Santa Maria	1480
1 kW D	PRI (D) ( )ALT (N)
MA Santa Maria	1240
25/1 kW U	PRI CPCS-5
KUHL Santa Maria	1440
1 kW DA-N U	PRIMARY
KZON Santa Maria	1600
0.5 kW D	PRI (D) ( )ALT (N)

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KLOM-FM Lompac	92.7
2.5 kW -270 ft	PRIMARY
KPRA(FM) PASO ROBLES	94.3
3 kW 53 ft	PRI RELAY
KPGA(FM) Pismo Beach	95.3
1.68 kW 388.83 ft	PRIMARY
KCPR(FM) San Luis Obispo	91.3
2 kW	PRIMARY
KSBY-FM SAN LUIS OBISPO	93.3
30 kW 1220 ft	PRI RELAY
KUNA(FM) San Luis Obispo	96.1
3.8 kW 1410 ft	PRIMARY
KCSB-FM Santa Barbara	91.5
0.17 kW 2910 ft	NON-EBS
KDB(FM) Santa Barbara	93.7
5 kW -1000 ft	PRI CPCS-4
KRUZ(FM) SANTA BARBARA	103.3
105 kW 2980 ft	PRI RELAY
KTMS-FM Santa Barbara	97.5
17.5 kW 2900 ft	ALT RELAY
KTYD-FM Santa Barbara	99.9
34 kW 550 ft	PRIMARY
KSMA-FM Santa Maria	102.5
27.5 kW 12 ft	PRI CPCS-5
KXFM(FM) Santa Maria	99.1
1.8 kW 135 ft	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KSBY-TV San Luis Obispo	CH 6
100 kW 1570 ft	PRIMARY
KEYT(TV) Santa Barbara	CH 3
50 kW 3010 ft	NON-EBS
KCOY-TV Santa Maria	CH 12
64.6 kW 1940 ft	PRIMARY

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - KERN COUNTY OPERATIONAL AREA

CALIFORNIA

[illegible]ATION [illegible]CILITIES	FREQUENCY EBS DESIGNATION
KAFY BAKERSFIELD	550
1 kW DA-N U	PRI CPCS-1
KBIS Bakersfield	970
1 kW DA-2 U	PRIMARY
KERN Bakersfield	1410
1 KW U	PRI CPCS-3
KGEE Bakersfield	1230
0.25/1 kW U	PRIMARY
KLYD Bakersfield	1350
1 kW D	PRI (D) ( )ALT (N)
KPMC Bakersfield	1560
10 kW DA-1 U	PRI CPCS-2
KUZZ Bakersfield	800
0.25 kW D	PRI (D) ( )ALT (N)
KWAC Bakersfield	1490
0.25/1 kW U	PRIMARY
KCHJ Delano	1010
1/5 kW DA-2 U	PRIMARY
KXEM McFarland	1590
0.5 kW DA-D	
	PRI (D) ( )ALT (N)
KDOL Mojave	1340
0.25/0.5 kW U	PRIMARY
KLOA Ridgecrest	1240
0.25/1 kW U	PRIMARY
KZIQ Ridgecrest	1360
1 kW D	PRI (D) ( )ALT (N)
KTKR Taft	1310
[illegible] D	PRI (D) ( )ALT (N)
[illegible]O Wasco	1050
1 kW D	PRI (D) ( )ALT (N)

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KAFM(FM) Bakersfield	101.5
4.8 kW 1280 ft	PRIMARY
KIFM(FM) BAKERSFIELD	96.5
39 kW 550 ft	PRI RELAY
KLYD-FM Bakersfield	94.1
4.5 kW 1310 ft	ALT RELAY
KUZZ-FM Bakersfield	107.9
4.3 kW 1340 ft	PRIMARY
KDNO(FM) Delano	98.5
12.5 kW 630 ft	PRIMARY
KDOL-FM Mojave	97.7
3 kW -120 ft	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KBAK-TV Bakersfield	CH 29
77.6 kW 3730 ft	PRIMARY
KERO-TV Bakersfield	CH 23
72.4 kW 3700 ft	PRIMARY
KJTV(TV) Bakersfield	CH 17
67.6 kW 1390 ft	PRIMARY

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - VENTURA COUNTY OPERATIONAL AREA

CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KOXR Oxnard	910
1/5 kW DA-2 U	PRI CPCS-3
KACY Port Hueneme	1520
1/50 kW DA-2 U	PRI CPCS-5
KAAP Santa Paula	1400
0.25/1 kW DA-D U	PRI CPCS-4
KGOE Thousand Oaks	850
0.5 kW DA-D	PRI (D) ( )ALT (N)
KBBQ Ventura	1590
5 kW DA-2 U	PRI CPCS-2
●KVEN VENTURA	1450
0.25/1 kW DA-D U	PRI CPCS-1

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KEWE(FM) Camarillo	95.9
3 kW 195 ft	PRIMARY
KOVA(FM) Ojai	105.5
0.13 kW 1180 ft	PRIMARY
KDAR(FM) Oxnard	98.3
3 kW 105 ft	PRIMARY
KPMJ(FM) Oxnard	104.7
2.85 kW 1580 ft	PRI CPCS-3
KNJO(FM) Thousand Oaks	92.7
3 kW -20 ft	PRIMARY
KBBY(FM) Ventura	95.1
28 kW 79 ft	PRI CPCS-2
●KHAY(FM) VENTURA	100.7
39 kW 1210 ft	PRI CPCS-1

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - LOS ANGELES OPERATIONAL AREA

LOS ANGELES
ORANGE

CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KEZY Anaheim	1190
[illegible]	PRIMARY
KBRT Avalon	740
10kW DA-D	PRI (D) ( )ALT (N)
KROQ Burbank	1500
1/10 kW DA-2 U	PRI CPCS-3
[illegible]EV Glendale	870
[illegible] D	PRI (D) ( )ALT (N)
KTYM Inglewood	1460
5kW DA-D	PRI (D) ( )ALT (N)
KAVL Lancaster	610
0.5/1 kW DA-2 U	PRIMARY
KKZZ Lancaster	1380
1kW DA-D	PRI (D) ( )ALT (N)
KFOX Long Beach	1280
1kW U	PRIMARY
KGER Long Beach	1390
5kW DA-N U	PRI CPCS-4
KABC Los Angeles	790
5kW DA-N U	PRIMARY
KFAC Los Angeles	1330
5kw DA-N U	PRIMARY
KFI LOS ANGELES	640
10kW U	PRI CPCS-1
KFWB Los Angeles	980
5kW D	PRI (D) ( )ALT (N)
KGBS Los Angeles	1020
50kW DA-1 L-KDKA	PRIMARY
KGFJ Los Angeles	1230
0.25/1 kW U L-KPPC	PRIMARY
KHJ Los Angeles	930
5kW DA-N U	PRIMARY
KIIS Los Angeles	1150
1/5 kW U	PRIMARY
KLAC Los Angeles	570
5kW DA-N U	PRIMARY
KMPC Los Angeles	710
1[illegible]0 kW DA-N U	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KNX Los Angeles	1070
50kW DA-D U	PRI CPCS-2
KPOL Los angeles	1340
10/50 kW DA-2 U	NON-EBS
KUTY Palmdale	1470
5kW D	PRI (D) ( )ALT (N)
KPPC Pasadena	1240
0.1kW S.H.	PRIMARY
KIGI Pasadena	1110
10/50 DA-2 U	PRIMARY
KWKW Pasadena	1300
1/5 kW DA-2 U	PRI CPCS-5
KKAR Pomona	1220
0.25kW DA-D	PRI (D) ( )ALT (N)
KWOW Pomona	1600
0.5/5 kW U	PRIMARY
KGIL San Fernando	1260
5kW DA-2 U	NON-EBS
KALI San Gabriel	1430
5kW DA-2 U	PRIMARY
KWIZ Santa Anna	1480
1/5 kW DA-2 U	PRIMARY
KDAY Santa Monica	1580
50kW DA-2 U	PRIMARY
KGRB West Covina	900
0.25kW DA-D	PRI (D) ( )ALT (N)

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KOCE-TV Huntington Beach	CH 50
162kW 1117 ft	PRIMARY
KABC-TV Los Angeles	CH 7
129kW 2970 ft	PRIMARY
KCET(TV) Los ANGELES	CH 28
45.7kW 3050 ft	PRIMARY
KCOP(TV) Los Angeles	CH 13
162kW 2920 ft	PRIMARY
KHJ-TV Los Angeles	CH 9
162kW 2960 ft	PRIMARY
KLCS(TV) Los Angeles	CH 58
550kW 2870 ft	PRIMARY
KMEX-TV Los Angeles	CH 34
251kW 2830 ft	PRIMARY
KNBC(TV) Los Angeles	CH 4
42.7kW 3200 ft	PRIMARY
KNXT(TV) Los Angeles	CH 2
46.8kW 3140 ft	PRI CPCS-2
KTLA(TV) Los Angeles	CH 5
50kW 2990 ft	PRIMARY
KTTV(TV) Los Angeles	CH 11
135kW 2940 ft	PRIMARY
KVST-TV Los Angeles	CH 68
457kW 2900 ft	PRIMARY
KWHY-TV Los Angeles	CH 22
64.6kW 2930 ft	PRIMARY

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DETAILED CALIFORNIA EBS OPERATIONAL PLAN - LOS ANGELES OPERATIONAL AREA

LOS ANGELES
ORANGE

CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KEZY-FM Anaheim	95.9
2.5kW 330 ft	PRIMARY
KMAX(FM) Arcadia	107.1
[illegible] -240 ft	PRIMARY
[illegible]K(FM) Buena Park	90.1
0.01kW	PRIMARY
KSPC(FM) Claremont	88.7
3kW -265 ft	PRIMARY
KJLH(FM) Compton	102.3
3kW 300 ft	PRIMARY
KORJ(FM) Garden Grove	94.3
3kW 245 ft	NON-EBS
KUTE(FM) Glendale	101.9
0.64kW 2860 ft	PRIMARY
KAGB-FM Inglewood	103.9
1.6kW 390 ft	PRIMARY
KUCI(FM) Irvine	89.9
0.01kW	NON-EBS
KUNF(FM) La Canada	88.3
0.01kW	PRIMARY
KOTE(FM) Lancaster	106.3
3kW 135 ft	PRIMARY
KJLH(FM) Long Beach	102.3
3kW 300 ft	PRIMARY
KLON(FM) Long Beach	88.1
1.2kW 425 ft	PRIMARY
KNAC(FM) Long Beach	105.5
1.6kW 400 ft	PRIMARY
KNOB(FM) Long Beach	97.9
79kW 410 ft	PRIMARY
KSUL(FM) Long Beach	90.1
0.01kW	PRIMARY
KBCA(FM) Los Angeles	105.1
18kW 2900 ft	PRIMARY
[illegible]S(FM) Los Angeles	105.9
[illegible]W 770 ft	PRIMARY
KLVE (FM) Los Angeles	107.5
34kW 2780 ft	PRIMARY
KFAC-FM Los Angeles	92.3
41kW 2820 ft	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KFSG(FM) Los Angeles	96.3
54kW 480 ft	NON-EBS
KGBS-FM Los Angeles	97.1
58kW 750 ft	PRIMARY
KHOF(FM) Los Angeles	99.5
100kW 240 ft	Primary
KIQQ(FM) Los Angeles	100.3
58kW 1130 ft	PRIMARY
KJOI Los Angeles	98.7
75kW 1180 ft	PRIMARY
KKDJ(FM) Los Angeles	102.7
8kW 2960 ft	PRIMARY
KLOS(FM) Los Angeles	95.5
68kW 2920 ft	PRIMARY
KMET(FM) Los Angeles	94.7
58kW 2830 ft	PRIMARY
KNX-FM Los Angeles	93.1
54kW 3030 ft	PRI CPCS-2
KOST(FM) Los Angeles	103.5
12.5kW 3100 ft	PRIMARY
KPFK(FM) LOS ANGELES	90.7
110kW 2830 ft	PRI RELAY
KPOL-FM Los Angeles	93.9
100kW 540 ft	NON-EBS
KRTH(FM) Los Angeles	101.1
58kW 2930 ft	PRIMARY
KUSC(FM) Los Angeles	91.5
29.5kW 140 ft	PRIMARY
KWST(FM) Los Angeles	104.9
72kW 770 ft	PRIMARY
KXLU(FM) Los Angeles	88.9
2.9kW 10 ft	PRIMARY
KBIG(FM) Los Angeles	104.3
78kW 2890 ft	ALT RELAY
KOCM(FM) Newport Beach	103.1
2kW 300 ft	PRIMARY
KCSN(FM) Northridge	88.5
3kW -235 ft	PRIMARY
KPCS(FM) Pasadena	89.3
3.8kW -510 ft	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KROQ-FM Pasadena	106.7
16.5kW 660 ft	PRIMARY
KKOP(FM) Redondo Beach	93.5
3kw 175 ft	NON-EBS
KAPX(FM) San Clemente	107.9
28.5kW 490 ft	PRIMARY
KVFM(FM) San Fernando	94.3
3kW -72ft	PRIMARY
KWIZ-FM Santa Ana	96.7
3kW 210 ft	PRIMARY
KYMS(FM) Santa Ana	106.3
3kW 130 ft	PRIMARY
KCRW(FM) Santa Monica	89.9
26kW -100 ft	PRIMARY
KSRF(FM) Santa Monica	103.1
1.85kW -95 ft	PRIMARY
KNHS(FM) Torrance	89.7
0.01kW	PRIMARY
KSAK(FM) Walnut	90.1
0.0035kW 460 ft	NON-EBS
KBOB(FM) West Covina	98.3
0.81kW -265 ft	PRIMARY

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - SAN BERNARDINO COUNTY OPERATIONAL AREA

SAN BERNARDINO

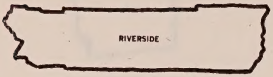
CALIFORNIA

TION FACILITIES	FREQUENCY EBS DESIGNATION
KAVR Apple Valley	960
5 kW D	PRI (D) ( )ALT (N)
KIOT Barstow	1310
5 kW DA-D	PRI (D) ( )ALT (N)
KWTC BARSTOW	1230
0.25/1 kW U	PRI CPCS-1
KTOT Big Bear Lake	1050
0.25 kW DA-D	PRI (D) ( )ALT (N)
KSFE Needles	1340
0.25 kW D SH	PRI (D) ( )ALT (N)
KSOM Ontario	1510
1/10 kW DA-2 U	PRI CPCS-3
KCAL Redlands	1410
0.5/5 kW DA-2 U	PRIMARY
KBON San Bernardino	1240
0.25/1 kW U	PRIMARY
KCKC San Bernardino	1350
0.5/5 kW DA-2 U	PRIMARY
KFXM San Bernardino	590
1 kW DA-2 U	PRI CPCS-2
KMEN San Bernardino	1290
5 kW DA-2 U	PRI CPCS-4
KDHI Twenty-Nine Palms	1250
1 kW D	PRI (D) ( )ALT (N)
KCIN Victorville	1590
0.5 kW D	PRI (D) ( )ALT (N)

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KAVR-FM Apple Valley	102.3
1.3kW 53 ft	PRIMARY
KTOT-FM Big Bear Lake	101.7
0.598kW 1805.6 ft	PRIMARY
KEMR(FM) Loma Linda	88.3
0.01kW	NON-EBS
KSOM-FM Ontario	93.5
3kW -400 ft	PRI CPCS-3
KCAL-FM Redlands	96.7
2.9kW -1150 ft	PRIMARY
KUOR-FM Redlands	89.1
0.7kW -500 ft	PRIMARY
KOLA(FM) SAN BERNARDINO	99.9
31kW 1630 ft	PRI RELAY
KQLH(FM) San Bernardino	95.1
19kW 275 ft	PRIMARY
KVCR(FM) San Bernardino	91.9
24.5kw -320 ft.	PRIMARY
KQYN(FM) Twenty-Nine Palms	95.7
5kW 190 ft	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KLXA-TV Fontana	CH 40
263 kW 2890 ft	PRIMARY
KBSA(TV) Guasti	CH 46
227 kW 2840 ft	PRIMARY
KHOF-TV San Bernardino	CH 30
269 kW 2340 ft	PRIMARY
KIHP-TV San Bernardino	CH 18
2840kW 2397 ft	PRIMARY
KVCR-TV San Bernardino	CH 24
5.75 kW -290 ft	PRIMARY

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - RIVERSIDE COUNTY OPERATIONAL AREA



CALIFORNIA

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KYOR Blythe	1450
0.25/1 kW DA-D U	PRIMARY
KWXY Cathedral City	1340
0.25/0.5 kW U	PRIMARY
KCHV Coachella	970
1/5 kW U	PRI CPCS-2
KREL Corona	1370
0.5/5 kW DA-2 U	PRIMARY
KHSJ Hemet	1320
0.5 kW DA-D	PRI (D) ( )ALT (N)
KREO Indio	1400
0.25/1 kW U	PRIMARY
KGOL Palm Desert	1270
1 kW DA-D	PRI (D) ( )ALT (N)
KCMJ Palm Springs	1010
0.5/1 kW DA-2 U	PRI CPCS-4
KDES Palm Springs	920
0.5/5 kW DA-2	PRI CPCS-3
KPSI Palm Springs	1450
0.25/1 kW U	PRIMARY
KACE Riverside	570
5 kW DA-D	PRI (D) ( )ALT (N)
KPRO RIVERSIDE	1440
1 [illegible]	PRI CPCS-1

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KYOR-FM Blythe	100.3
35.1 kW 278 ft	PRIMARY
KWXY-FM Cathedral City	103.1
3 kW -690 ft	PRIMARY
KVIM(FM) COACHELLA	93.7
50 kW -225 ft	PRI RELAY
KHSJ-FM Hemet	105.5
0.7 kW -265 ft	PRIMARY
KSDA(FM) LaSierra	89.7
1.5 kW 29 ft	PRIMARY
KDES-FM Palm Springs	104.7
20 kW -660 ft	PRI CPCS-3
KBBL-FM Riverside	99.1
49 kW 165 ft	PRIMARY
KCNW(FM) Riverside	92.7
1.7 kW -88 ft	PRIMARY
KDUO(FM) Riverside	97.5
72 kW 1630 ft	PRIMARY
KLLU(FM) Riverside	89.7
1.4 kW 73 ft	NON-EBS
KUCR(FM) Riverside	88.1
0.01 kW	NON-EBS

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KBSC-TV Corona	CH 52
457kW 2780 ft	PRIMARY
KMIR-TV Palm Springs	CH 36
164 kW 680 ft	PRIMARY
KPLM-TV Palm Sprimgs	CH 42
155 kW (DA) 630 ft	PRIMARY

DETAILED CALIFORNIA EBS OPERATIONAL PLAN - SAN DIEGO COUNTY OPERATIONAL AREA

CALIFORNIA

TION CILITIES	FREQUENCY EBS DESIGNATION
KDEO El Cajon	910
1 kW DA-2 U	PRIMARY
KOWN Escondido	1450
0.25kW U	PRIMARY
KUDE Oceanside	1320
0.5 kW DA-1 U	PRIMARY
KCBQ San Diego	1170
5/50 kW DA-2 U	PRI CPCS-2
KFMB San Diego	760
5 kW DA-N U	PRI CPCS-3
KGB San Diego	1360
1/5 kW U	PRI CPCS-5
KOGO SAN DIEGO	600
5 kW DA-1 U	PRI CPCS-1
KSDO San Diego	1130
1/5 kW DA-2	PRI CPCS-4
KSON San Diego	1240
0.25/1 kW U	PRIMARY
KMLO Vista	1000
1 kW DA-D	PRI (D) ( )ALT (N)

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KARL-FM Carlsbad	95.9
3kW 94 ft	PRIMARY
KECR(FM) El Cajon	93.3
2kW 1850 ft	PRIMARY
KOWN-FM Escondido	92.1
3kW 155 ft	PRIMARY
KUDE-FM Oceanside	102.1
10kW 950 ft	PRIMARY
KDIG(FM) San Diego	98.1
28kW 640 ft	NON-EBS
KEZL(FM) San Diego	102.9
1.95 kW 185 ft	PRIMARY
KFMB-FM San Diego	100.7
30kW 620 ft	PRI CPCS-3
KFSD-FM SAN DIEGO	94.1
100kW 640 ft	PRI RELAY
KGB-FM San Diego	101.5
50kW 500 ft	PRI CPCS-5
KITT(FM) San Diego	105.3
120kW 180 ft	PRIMARY
KLRO(FM) San Diego	94.9
37kW 570 ft	PRIMARY
KOZN-FM San Diego	103.7
36kW 580 ft	PRIMARY
KPBS-FM San Diego	89.5
2kW 1820 ft	PRIMARY
KPRI(FM) San Diego	106.5
50kW 230ft	PRIMARY
KSDS(FM) San Diego	88.3
0.83kW 170 ft	PRIMARY
KSEA(FM) San Diego	97.3
50kW 215 ft	PRIMARY
KYXY(FM) San Diego	96.5
30kW 540 ft	PRIMARY

STATION FACILITIES	FREQUENCY EBS DESIGNATION
KCST(TV) San Diego	CH 39
724kW 1900 ft	PRIMARY
KFMB-TV San Diego	CH 8
316kW 740 ft	PRI CPCS-3
KGTV(TV) San Diego	CH 10
214kW 750 ft	PRIMARY
KPBS-TV San Diego	CH 15
219kW 1880 ft	PRIMARY

FCC 10/3/74

WASC SELF-APPRAISAL NOV. 1984

SAINT MARY'S COLLEGE OF CALIFORNIA
P O BOX 223, MORAGA, CALIFORNIA 94575 (415) 376-4411 KSMC 89.5 FM

DESCRIPTION:

KSMC-FM is a stereo Class A educational radio broadcast facility licensed by the Federal Communications Commission in accordance with authorization BLED-1316 to operate on channel 208, 89.5 MHz. with a transmitter power of 100 Watts and an effective radiated power of 850 Watts (ERP). KSMC services the greater Contra Costa area with its primary targeet audience comprised of the Saint Mary's College community and its immediate surrounding area.

KSMC is licensed to the Associated Students of Saint Mary's College as stipulated in FCC Form 323E filed with the Federal Communications Commission on June 22, 1973 and is directly under the authority of the Office of the President of Saint Mary's College and the moderator-designate which ia a directly appointed position by the Office of The President as outlined in the original station charter and license application documentation on file in the KSMC Public File and in the offices of the Presiden and Vice President for Student Affairs (refer to Application For A Non-Commercial FM Radio Station, Exhibit S-2)

GOALS AND OBJECTIVES STATEMENT:

KSMC, as an FCC licensed broadcast facility, is responsible for meeting the radio broadcast needs of the Saint Mary's College Community and the surrounding area as set up in the FCC regulations governing non-commercial radio stations. KSMC, as the official radio station of Saint Mary's College, is also responsible for supporting and maintaining the goals and objectives of the educational mission of the College and the Brothers of The Christian Schools.

In order to realize these goals, a number of critical objectives must be met. They are:

1. To provide a technical transmitter facility capable of providing the community with a clean broadcast signal.
2. To provide a technical production and broadcast facility capable of generating programming for broadcast use.
3. To provide a quality, educational programming format that serves a community need and parallels the college's educational mission.
4. To provide an academic environment and operating structure for students to learn radio broadcasting skills.
5. To broadcast programs to the surrounding community that showcase the academic, cultural and social diversity of Saint Mary's College.
6. To broadcast public service information to Saint Mary's College and the surrounding community.

SAINT MARY'S COLLEGE OF CALIFORNIA
P.O. BOX 223, MORAGA, CALIFORNIA 94575 (415) 376-4411 KSMC 89.5 FM

KSMC-FM FIVE YEAR PLAN

1985-86

1. Conduct a formal survey of both on and off campus communities assessing radio broadcast service needs.
2. Perform and submit to the FCC a trasmission interference study assessing the feasability of increasing signal coverage area.
3. Study the possibility of having KSMC move to the academic branch of the College under the supervision of the Chair of the Communications Department.
4. Set up a formal radio core curriculum within the Department of Communications.

1986-87

1. Hire a full-time Director for KSMC to replace current 5/6 FTE situation.
2. Contract out station repair to a broadcast engineering service.
3. Hire a part time secretary (½ FTE).
4. Install computer stystem for automation of program logs and certain technical parameters.
5. Replace worn production studio equipment.

1987-88

1. Planning of relocation of KSMC to the new Communications/Business Complex.
2. Relocation of transmitter and antenna site to a higher location (pending FCC approval).
3. Increase transmitter power (pending FCC approval).
4. Sponsor a first Bay Area College Radio Seminar/Conference.

1988-90

1. Move radio station to new Communications/Business complex (pending completion of this facility).

. Increase amount of network program services.

3. Increase the amount of in-house produced programs and distribute to other college radio stations.
4. Formalize an area-wide college radio broadcast group.

KSMC -FM
FALL 1988

The staff at KSMC would like to welcome back all returning students and extend an open hand to all new students interested in the Saint Mary's College campus radio station.

KSMC is the official radio station of Saint Mary's College, offering the college community and the surrounding area a variety of music, sports, and public affairs programming. KSMC operates on the FM band on the frequency of 89.5 MHz, and retransmits its signal over the Televents cable system at 88.9 MHz.

There are a variety of opportunities available for you at KSMC, the most obvious being an on-air announcer for a music show. However, this comprises only a portion of the activities taking place at the radio station. Engineering, production, and promotional positions, as well as on-air positions with the news and sports departments, are equally vital to the overall operation of KSMC.

Those of you who are assigned air shifts are expected to devote time to one of these other fields as well, and people who do not get air shifts this semester but work in another capacity at the station will have an advantage when shows are assigned in the spring.

The **Production Department** is responsible for making all station IDs, show promos, public service announcements, sound effects, etc. In addition, they prepare all taped programs for broadcast by KSMC. The skills learned in this department are very useful in professional radio.

Engineers are responsible for airing the many taped programs KSMC broadcasts. Also, they monitor studio equipment during talk shows, sporting events, and news broadcasts to ensure a clear signal is being transmitted.

The **News Department** is one of our fastest growing departments, responsible for a 30 minute newscast Monday through Friday. Opportunities in this department include research, scriptwriting, and on-air announcing.

The **Sports Department** broadcasts Saint Mary's football, basketball, and baseball games, and produces a twice-weekly talk show focusing on Gael sports teams.

Promotions for all our programs is a key function at KSMC, and many opportunities exist for aspiring adwriters, graphic artists - indeed, people with all skills - in the Promotions Department.

The **Music Department** is one of our largest departments, due to the large variety of records needed to program the entertainment portion of our broadcast day. All forms of music are serviced, and a key benefit of working in this department is the many industry contacts made in the course of maintaining record company relations.

These are only a sampling of the types of activities that occur at KSMC, as we strive to present to you and the surrounding community the best in radio programming. For more detailed information, contact one of the executive staff of KSMC. The executive staff for fall 1988 is as follows:

Faculty Moderator	Ed Tywoniak
General Manager	Don Lowrie
Program Director	Joe Selby
Operations Director	Dennis Lucey
Music Director	Mark Holtz
Production Director	Dave Gill
Promotions Director	Mike Mullen
News Director	Jenny Olin
Sports Director	Kent Camera

WELCOME TO KSMC-FM

KSMC IS THE OFFICIAL RADIO STATION OF SAINT MARY'S COLLEGE OFFERING THE COLLEGE COMMUNITY AND THE SURROUNDING AREA A VARIETY MUSIC, SPORTS AND PUBLIC AFFAIRS PROGRAMMING.

KSMC OPERATES ON THE FM BAND AT 89.5 MHz. WITH A TRANSMITTER POWER OF 100 WATTS AND AN ANTENNA EFFECTIVE RADIATED POWER OF 850 WATTS. **KSMC** ALSO RETRANSMITS ITS SIGNAL OVER THE TELEVENTS CABLE SYSTEM THROUGHOUT CONTRA COSTA COUNTY ON THE FREQUENCY OF 88.9 FM.

THE **KSMC** BUSINESS TELEPHONE IS 376-1242 AND THE STUDIO REQUEST LINE IS 376-KSMC. MESSAGES FOR ANY OF THE KSMC EXECUTIVE OR SUPPORT STAFF CAN BE LEFT AT THE STATION ON THE MAIN BULLITEN BOARD. THE STATION STUDIOS AND OFFICES ARE LOCATED ON THE SECOND FLOOR OF FERROGGIARO CENTER.

THERE ARE A VARIETY OF OPPORTUNITIES AND EXPERIENCES AVAILABLE TO YOU AT **KSMC**. THE MOST OBVIOUS IS WORK AS AN ON-AIR DISC JOCKEY. HOWEVER, THIS COMPRISES ONLY A PART OF THE ACTIVITIES TAKING PLACE AT THE RADIO STATION. ADMINISTRATIVE, MANAGEMENT, PRODUCTION AND ENGINEERING SUPPORT POSITIONS ARE EQUALLY AS IMPORTANT TO THE OVERALL OPERATIONS OF **KSMC**.

FOLOWING IS A LIST OF THE VARIOUS DEPARTMENTS AT **KSMC** AND SOME OF THE ACTIVITIES ASSOCIATED WITH THEM:

PROGRAMMING: THIS DEPARTMENT IS OBVIOUSLY THE MOST IMPORTANT OF ALL CONSIDERING THAT EVERYTHING WE DO ULTIMATELY IS IN SUPPORT OF OUR ON-AIR PROGRAMMING. THE PROGRAMMING STAFF IS RESPSONSIBLE FOR THE OVERALL SELECTION OF ON-AIR PERSONNEL, SCHEDULING OF PROGRAMS, PLANNING OF PROGRAM LOGS AND MONITORING OF SHOWS.

PUBLIC AFFAIRS: ALL PROGRAMS OF A NON-ENTERTAINMENT TYPE USUALLY FALL UNDER THE AUSPICIES OF THE PUBLIC AFFAIRS DEPARTMENT. DOCUMENTARIES, PUBLIC SERVICE ANNOUNCEMENTS, NEWS, INTERVIEWS, TALK SHOWS, ETC ARE EXAMPLES OF SOME OF THE TYPES OF PUBLICE AFFAIRS PROGRAMS WE WILL BE RUNNING THROUGHOUT THE COMING YEAR.

SPORTS: OUR SPORTS DEPARTMENT IS RESPONSIBLE FOR THE COORDINATION, PRODUCTION AND ENGINEERING OF ALL GAEL ATHLETIC EVENTS BROADCAST OVER **KSMC** INCLUDING MEN'S BASKETBALL, FOOTBALL AND BASEBALL AND WOMEN'S BASKETBALL AND VOLLEYBALL.

NEWS: THE NEWS DEPARTMENT PREPARES, RESEARCHES AND BROADCASTS A TWICE DAILY NEWS PROGRAM. **KSMC'S** NEWS DEPARTMENT IS THE FASTEST GROWING OF ALL OUR DEPARTMENTS AND MANY EXCITING IMPROVEMENTS ARE PLANNED FOR THE NEAR FUTURE.

MUSIC DEPARTMENT: THIS IS ONE OF OUR LARGEST DEPARTMENTS DUE TO THE VAST NUMBER OF PHONOGRAPH RECORDS NEEDED TO PROGRAM THE ENTERTAINMENT PORTION OF OUR BROADCAST DAY. A VARIETY OF RESPONSIBILITIES ARE INCLUDED IN THIS DEPARTMENT INCLUDING PROCESSING, LABELING AND FILING OF ALL NEW RELEASES. MAINTAINING RECORD COMPANY RELATIONS IS ANOTHER VITAL ASPECT OF THIS DEPARTMENT AS WELL AS WORKING WITH OTHER DEPARTMENTS AT THE STATION TO GET PROMOTIONAL ITEMS FOR EVENTUAL GIVE-AWAYS TO OUR LISTENERS. ALL KINDS OF MUSIC STYLES ARE SERVICED INCLUDING CLASSICAL, JAZZ, ROCK IN ALL ITS FORMS, REGGAE, BLUES, R AND B, ETC.

PRODUCTION: THIS IS ANOTHER OF THOSE MOST IMPORTANT DEPARTMENTS. THE PRODUCTION DEPARTMENT IS RESPONSIBLE FOR HANDLING ALL THE MANY TAPE PRODUCTION CHORES INCLUDING ID'S, PSA'S, PROMOS, TAGS, TEASERS, SPECIAL EFFECTS, ETC. SKILLS LEARNED IN THIS DEPARTMENT ARE PROBABLY THE MOST USEFUL IN TERMS OF BEING APPLICABLE TO THE REAL WORLD OF RADIO.

PROMOTIONS: THE PROMOTIONS DEPARTMENT IS RESPONSIBLE FOR ALL ON AND OFF-CAMPUS PROMOTIONS WHICH INCLUDE FLIERS, BANNERS, T-SHIRTS, BUMPER STICKERS, JACKETS, COFFEE MUGS, ETC.

MOBILE SOUND ENGINEERING: OPPORTUNITIES ARE AVAILABLE TO WORK WITH OUR MOBILE DJ UNIT USED TO PROMOTE THE STATION ON AND OFF CAMPUS. THIS IS ONE OF THE FEW JOBS THAT ACTUALLY PAY YOU MONEY!$!

DJ/ANNOUNCING: THIS IS OF COURSE WHAT MOST PEOPLE WANT TO DO WHEN THEY BECOME A PART OF **KSMC** AND YOU WILL HAVE PLENTY OF OPPORTUNITIES TO BECOME PART OF OUR ON-AIR STAFF.

KSMC STATION REGULATIONS

- NO SMOKING IN ANY AREA OF STATION
- NO SMOKING OR LOITERING IN HALLWAY OF STATION
- NO ALCOHOL IN ANY AREA OF STATION AT ANY TIME
- NO MORE THAN TWO (2) GUESTS IN AIR STUDIO DURING A SHOW
- NO EATING IN AIR STUDIO
- NO UNAUTHORIZED LONG DISTANCE PHONE CALLS

GENERAL POLICIES

- ANSWER ALL PHONES COURTEOUSLY BY IDENTIFYING KSMC (EG: :KSMC, MAY I HELP YOU")
- BE SURE TO TAKE ALL MESSAGES INCLUDING DATE AND TIME OF MESSAGE AND ATTACH TO MAIN BULLETIN BOARD

KSMC GENERAL POLICIES FOR ON-AIR PERSONNEL

- ALL DJ'S ARE RESPONSIBLE FOR LEAVING THE AIR STUDIO CLEAN AND TIDY UPON COMPLETION OF THEIR SHOW

- ALL PHONOGRAPH ALBUMS USED DURING A SHOW MUST BE FILED PROPERLY UPON COMPLETION OF SHOW

- IF YOU ARE THE LAST PERSON TO LEAVE THE STUDIO YOU MUST LOCK ALL DOORS AND WINDOWS

- NO PROFANE, SEXUALLY SUGGESTIVE OR SLANDEROUS COMMENTS CAN BE MADE ON THE AIR AT ANY TIME

- MAKE SURE THAT A LEGAL STATION ID IS GIVEN AT THE TOP OF EVERY HOUR (KSMC, MORAGA)

- BE SURE TO GIVE STATION ID OFTEN DURING EACH HOUR (KSMC, MORAGA, THE VOICE OF SAINT MARY'S COLLEGE)

- FOLLOW THE PROGRAM LOG FAITHFULLY. ALL LOGGED ITEMS MUST BE PLAYED AT THE TIMES GIVEN

- TAKE PRIDE IN YOUR SHOW, IN YOUR STATION AND IN YOUR COLLEGE; DON'T EMBARRASS ANY OF THE THREE. AND REMEMBER THAT BROADCASTING ON THE AIR IS A PRIVILEGE NOT A RIGHT

- ANSWER ALL PHONES COURTEOUSLY BY IDENTIFYING KSMC (EG: "KSMC, MAY I HELP YOU)

- BE SURE TO TAKE ALL MESSAGES INCLUDING DATE AND TIME OF MESSAGE AND ATTACH TO MAIN BULLETIN BOARD

- NO PERSON IS ALLOWED IN THE STATION AFTER 2:00 AM UNLESS PRIOR AUTHORIZATION HAS BEEN GIVEN

PRELIMINARY THOUGHTS ON
STATION POLICY IN 1988-89
KSMC-FM

Any policies developed for KSMC must serve some functional purpose. Policies for 1988-89 at KSMC will serve two purposes:

A. Maintenence of current level of professionalism.
B. Preparation for move to AlphaTech building.

In many ways, purpose B subsumes within it purpose A. However, it is imperative to not let current successes lapse as we work on areas that need improvement.

Objectives for KSMC-FM in 1988-89 are as follows:

A. Increase Public Affairs programming to forty-two (42) hours per week. In this instance, Public Affairs is to be understood to encompass news programs, sports commentary programs, and all musical programming that is not 'popular' with most of our audience (i.e., classical, C&W, international music). Specifically:
   1. *Expand news to 30 minutes daily, probably broadcasting at 7:00 PM. This program will be similar to TV network news, with top stories followed with analysis and light news.*
   2. *Produce, Monday through Thursday evenings, talk shows of various formats. These shows should be informative and entertaining simultaneously.*
   3. *Acquire, through national distributors, quality public affairs programming that cover musical genres, the arts, and current affars.*
   4. *Locate and recruit persons knowledgeable in such musical genres as blues, C&W, reggae, international music, classical, jazz, and New Age.*

B. Increase quality of air personalities and on-air 'presence'' of KSMC. There are several possibilities for accomplishing this:
   1. *Reduce number of air shifts open. To some extent, this is already occurring.*
   2. *Give experienced, competent DJs multiple shifts if they so choose. This lessens the opportunities for people with less skill, and creates a Catch-22: if we don't give inexperienced DJs shows, how do they get experience?*
   3. *Place new recruits in pre-programmed shows, such as the morning concert or the lunchtime concert. Give the less-structured shows to experienced board operators.*
   4. *Establish certain air shifts specifically as training shifts, with experienced shifts supervising new students.*

C. Improve the musical programs aired on KSMC by providing more structure to the content. For example, the 3 PM-5:30 PM shows Monday through Friday could be a 'Cutting Edge' type of new music show, while the 5:30 PM-7 PM shows could be more Top 40 or classic rock in nature. In a similar vein, shows on Saturday and Sunday could be made 'light' in nature, focusing on alternative and R&B.

D. Integrate KSMC more fully into the Saint Mary's College community. This is to occur through greater coverage of local lectures, campus controversies, and student politics. According to the ASSMC Constitution, KSMC is the official broadcast media of Saint Mary's College: our programming should reflect that fact.

E. Prepare staff for responsibilities of 1989-90 year: produce candidates for programming director, production director, operations director, music director, etc. Ultimate goal in this area: produce an individual capable of serving as General Manager, either in 1989-90 or 1990-91.

F. Prepare standard operating procedures (SOPs) covering all aspects of the radio station, in order to reach a common understanding among staff of how things are to be done, as well as providing some guidance to future staffs. Along these lines, a review and revision of the KSMC operating manual is necessary.

G. Initiate the practice of long-term planning among staff members. We not only need to prepare for next week or next month, but also next semester, next year, five years from now, etc.

KSMC GENERAL POLICIES FOR ON-AIR PERSONNEL

- ALL DJ'S ARE RESPONSIBLE FOR LEAVING THE AIR STUDIO CLEAN AND TIDY UPON COMPLETION OF THEIR SHOW

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SOME IMPORTANT STATION RULES TO REMEMBER

* ALL KSMC personnel MUST leave the station premises by 2:00AM, unless prior arrangement has been made with Krissi Sandvik or Elaine Wang.

* At NO time is alcohol allowed in the Air Studio or the point of broadcast origin.

* Illegal drugs of any nature is NOT allowed on KSMC premises.

* Sleeping overnight in the radio station is NOT permitted under any circumstances.

* ALL KSMC personnel is responsible for general station CLEANLINESS and UPKEEP.
Do not wait to be asked... DO IT!!!

* Station supplies (tape, staplers, pens, etc.) are for station projects only.

* Violation of any of the above rules will be viewed as grounds for IMMEDIATE termination from KSMC.

GAEL YEARBOOK STATEMENT OF PROPOSAL
PRESENTED TO THE DEPARTMENT OF COMMUNICATIONS

1.0 ACADEMIC STATEMENTS OF RECOMMENDATION

Recommendation 1:

That the Communications Department offer to the students of Saint Mary's College an activity course under the subject of yearbook journalism. The following would be included and necessary for the course:

1) An instructor knowledgeable of general layout and copy-writing. The instructor would also be the official moderator of the Gael Yearbook.

2) The class would meet three times a week every other day and have the ~~requirement~~ option that those in the class be on the staff.

3) Recommendations from the Editor-in-Chief to the moderator would be to grade the students based on quality, improvement and adherence to deadlines.

Pre-requisite of Sem 2 course is Sem 1 course. →

4) The course would be taken up to ~~four~~ three times a year for credit, with each course being an advancement of the previous course, excluding the first. w/ Jan Term

5) Homework and other requirements would be completed through the day-to-day production of the book.

6) Those who sign up for this class, with the intention of being an editor, would also be graded by the professor.

7) Recommendations would be that the grade be based on dedication, amount of effort, improvement and the final product. Those who take the class with the intention of being and editor would be allowed to take the class up to three times. Each of these editors would receive a full course-credit.

Ed. has option of being in class

8) The Editor-in-Chief would be able to take the class and receive full course-credit regardless whether he has met the course credit limit.

Justification:

The purpose of this course would be to provide incentive for students to join the staff and help in the production of a better yearbook. We feel that this is an important recommendation because it would give direction and professional guidance to the staff thus producing a yearbook exemplary of the academic and professional standing of St. Mary's College.

Recommendation 2:

That the Editor-in-Chief continue to be elected through the Student Senate (i.e. the Media Board), and be the chief authority in all matters concerning the production of the yearbook.

Justification:

The Gael feels that this is important so as to keep the individuality of the students. This is also important because the yearbook production will be paid for in full by the students through the Student-Body fee. The Media Board, a sub-committe of the Student Senate, shall have the criteria and requirements for the office of Editor-in-Chief and shall have full authority on the decision of the election of the Editor.

2.0 FINANCIAL STATEMENTS OF RECOMMENDATION

Recommendation 1:

That the Communications Department allot approximately $10,000.00 to the Gael yearbook to aid in the cost of purchasing supplies and equipment for the proposed course and the production of the yearbook.

Justification:

The Communications Department would supply this proposed amount to aid in the purchasing of supplies and equipment. The supplies and equipment would be used by the class in order to learn the usage of equipment which in turn would be used to help the production of the yearbook. The supplies would include anything from office supplies to equipment such as light tables, stools, typewriters, computer supplies, and photography equipment.

Recommendation 2:

That the Communications Department allot the proposed amount to the A.S.S.M.C. Treasurer, who in turn would apply this amount to the Yearbook budget. This would be done at the end of the previous school year.

Justification:

The reason for this would be to keep all funds under the direction and complete auspices of the students since the yearbook is being paid in full be the students. The Treasurer and the Business Manager of the Yearbook would inform each other of transactions, while the Business Manager would give a financial statement to the Moderator to advise upon. All purchasing shall be done by the Business Manager, but under the guidance of the Moderator. This, once again, is becuase the book is being paid in full by the students.

Recommendation:

That the Communications Department offer a tuition waiver of approximately $3,500.00 to the Editor-in-Chief, and a tuition waiver of approximately $2,500.00 to all editors and the Business Manager.

Justification:

This once again would provide incentive and develop a sense of dedication on the part of all students involved. The Gael Staff feels this is an important recommendation because of the amount of time and hard effort put into the production of the yearbook. Futhermore, it would make students work harder and produce a more professional yearbook representative of the outstanding academic and extra-curricular endeavors of the students at St. Mary's College.

REASONS FOR APPLICATION:

I, Andrew Solari, applied for the office of Collegian Editor-in-Chief for the following reasons:

1. To further the success of the Collegian.
2. Because I feel that I can do the job.
3. I feel that the Collegian is an integral part of my education and future career.
4. Because over the past two years I have experienced the inefficiencies of the Collegian, I feel that I have gained the knowledge needed to guide it as an effective Editor.

PHILOSOPHY:

I believe that people are the backbone of a good newspaper. This translates into a healthy and efficient staff. The newspaper is, on my part, viewed as a team effort in which all people work together. Essential to the success of this team, is the element of trust. With this trust I can delegate the diverse repsponsibilities of a newspaper. The decisions made by my "team members" must be accurate and effective. The job of Editor then becomes that of a coordinator. To develop on the part of all members of the staff, which is the commitment to the importance of planning, creating and advising along with the sense of responsibility as one of the more important jobs of an Editor.

PLANS OF IMPLEMENTATION:

Staff Organization:

Members of the staff are as follows:

1. Editor-in-Chief
2. Business Manager
3. Layout Editor
4. Photography Editor
5. Copy Editor
6. Sections Editors are as follows:
    a. News Editor
    b. Features Editor
    c. Opinions and Editorials Editor
    d. Sports Editor
    e. Arts/Entertainment Editor
    f. Special Sections Editor
    g. Calendar Editor

h. Managing Editor

7. The Business Staff is as follows:

    a. Business Manager
    b. Advertising Manager
    c. Circulation Manager
    d. Accounts Manager

8. Layout Staff
9. Photography Staff
10. Reporters
11. Artists
12. Typists

Explanation of Staff Responsibilities:

Editor-in-Chief:	Selects all staff members with the advice of the moderator. Motivate and works closely with the staff. Is the official representative to the Student Senate. Is responsible for the production of the newspaper under the given deadlines. Is selected through the Media Board. Oversees the entire production of the newspaper. Has final authority over all articles printed. Has final authority over all financial transactions.
Business Manager:	Appoints the Business Staff, with the Editor-in-Chief. Has authority on all financial transactions. Is responsible for the overview of the budget. Is responsible for the financial success of the newspaper. Works closely with the ASSMC Treasurer. Purchases all needed supplies.

Layout Editor:	Appoints the layout staff, with the approval of the Editor-in-Chief. Is responsible for the columnal layout of the newspaper. Oversees the adherence of all layout to the given typeface and typestyle. Works with the various staffs to keep columnal format uniform.
Photo Editor:	Appoints the photo staff, with the approval of the Editor-in-Chief. Assigns all photography assignments. Keeps an orderly record of all photos and negatives. Keeps the darkroom in order. Is responsible for the assignment of photos to each article as needed.
Copy Editor:	Appoints the copy staff, with the approval of the Editor-in-Chief. Is responsible for the grammar, spelling and proofreading of each article. Meets regularly with each of the Section Editors to discuss the conformity of each article.
Section Editors:	Selected by the Editor-in-Chief. Responsible for the creating and assigning all story ideas in their respective sections. Responsible for inforcement of deadlines. Responsible for the assignment, collection, proofing and return all articles to each reporter, in their respective sections. Proofing will be completed with the Copy Editor.

Business Staff: The Advertising Manager is responsible for the selling of advertisements.

Is responsible for the signing of contracts and keeping records on all clients.

Receives 25% commission of all advertisements sold.

The Circulation Manager is responsible for the circulation of the newspaper.

Is responsible for all subscriptions.

Is responsible for records on all subscribers, including address changes and financial disorders.

Is responsible for the distribution of the newspaper to resident and non-resident students, paid subscribers, the College community in general and local interested businesses.

The Accounts Manager is responsible for the preparation and balance of the budget.

Keeps records on all advertising, circulating and purchasing.

Keeps ledgers on all financial transactions.

Statement of Purpose and Editorial Policy:

The Collegian is the official student newspaper of Saint Mary's College. The Collegian is written and edited by the students on a bi-weekly basis, except on holidays, examination periods and academic recesses of St. Mary's College. The Collegian is primarily intended to inform the various peoples of the community. In addition, it is designed to serve as an effective means for opinion on a wide range of topics.

The Collegian accepts any typewritten articles from its readers. All letters must be signed, with major, job title or relation to St. Mary's. Please include a phone number for verification. Names will be withheld upon request, but need the approval of the Editor-in-Chief. Letters should not exceed more than 300 words. The Collegian reserves the right to hold or shorten any submitted letter. The Collegian does not edit letters for grammar.

The Collegian office is located at Saint Mary's College on the second floor of Ferroggiaro Center. Please send all correspondence to: St. Mary's College, The Collegian, Post Office Box V, Moraga, California, 94575. All inquiries may be sent to this address or call at (415) 376-4411 ext. 279.

The content of each article is the responsibility of each reporter. The views and opinions expressed in the Collegian are not necessarily those of the staff, Editor-in-Chief, or any College member. The Collegian is not responsible for any typesetting errors. The Collegian regrets that it cannot ensure the return of any article.

Collegian "Wish List"

1. Moderator new definition of job duties.
    - A. The moderator must have a proffesional backround
    - B. Whatever decisions are made the supreme authority lies with the student editor.
    - C. The moderator must understand students. A sense of "relating" is important within the staff.
2. Association with Communications Dept.
    - A. Courses set up teaching jounalistic fundamentals
    - B. Moderated by the Dept. Chair's delegate only on on approval of staff and Media Bd.
    - C. Costs are imposed on both the ASSMC and Comm.Dept.
    - D. Stipends must be available to all editors.
    - E. Hands on teaching with the paper.
3. Purpose
    - A. To inform the students and faculty of the college of all information "deemed" worthy by the moderator and the editorial board.
    - B. It is also designed to be a forum of opinion for the stundents and faculty.
4. What the paper could do for you
    - A. The paper is an effective means for informing the consticiences of the college.
    - B. The paper is ~~be~~ an effective "p.r" tool for alumni and the college itself.
    - C. It is also a way for students to join an organization. This is a great way to be a member of the college experience.
    - D. Good writing is an example of good thinking. To be a member of the staff is a chance to learn skills that can be beneficial to ones future.

DEPARTMENT OF COMMUNICATION

Meeting November 6, 198

Minutes

I. Call to Order: 5:00 PM by Chairman.

Present: Father Russo, Carol Beran, Bro. Ray Berta, Sandra Hellman, Melinda Hornby, Father LaBelle, John Leykam, John McManus, Bro. Raphael Patton, Kusum Singh, David Thomson, Ed Tywoniak, Breen (Secretary).

II. Minutes of October 23 1985 approved.

III. Presentations on Student Publications and Radio Station

Radio Station - Ed Tywoniak. The station began its operation being run by and programmed only for the SMC Community. It has an approximate $7,000 budget, $5,000 of which is used for phones. Ed sets the format, but within that format, allows creativity by the students. The need now is for course work and the development of our own radio news. The radio station is licensed and the trustees are responsible. Also, at SMC, the ASSMC is not an independent entity, so trustees are still responsible.

Newspaper - John Leykam. At the present time the newspaper is run by students with some help and background supplied by Father LaBelle and Brother Patton.

Yearbook - Brother Raphael Patton. The yearbook and the newspaper have parallel histories in that they were first run by faculty. In the 60's the students took over the yearbook and the advisor's function ended. Radio, however, has been run by the students since the 50's. The ASSMC appoints the editor of the yearbook after the executive council interviews. The editor receives a stipend and is responsible for the entire publication. The role of the appointed advisor is not clear; he is not a censor or a teacher of journalism, but more a "governor" with veto power.

Now several publications have taken the place of the former yearbook (it used to be sent primarily to alumni). The present yearbook is grossly expensive and needs an organized approach. Too many yearbooks are not picked up after being ordered. The advertising accounts for only $1,000 of income. The need is for continuity - trained students, with perhaps a full-time paid editor in charge of students publications. If a student is editor, he/she must be allowed to edit. All an advisor can do is warn of libelous copy.

Riverrun - Carol Beran. Riverrun is an outgrowth of "Phoenix" magazine. It was founded four years ago by the college, Phyllis Stowell, advisor. It is now under ASSMC, with a small staff, published once a year, has a literary editor and an art editor. Beran is a a moderator, not a censor, advises only if students ask. This is a difficult situation because the publication reflects on the moderator/faculty; administrators see an incomplete picture. The need is for students to be made aware by other faculty of acceptability of manuscripts.

Communication's Role - Father Russo. Expectations always outdistance our ability to do. Revenue does not match expectations. We need to identify students with ability early on. Freshman who have ability should be trained. Students who are moderator/editors should be given academic credit. An organization which grows from the student body can't give credit. We need to get faculty involved, holding discussions in order to avoid controversy. Policy questions have to be resolved so that student, administrators and faculty are in agreement. Father LaBelle commented on this, giving history and background of student publications. He suggested that student publications involve the entire community.

Father Russo described the Communications program which is holding classes in TV broadcast, thereby supplying trained students for Communications Club, etc. It was suggested that the College take over the newspaper, with a student board, and a future meeting was suggested to accomplish this.

Objections to Plan

Objections voiced by faculty present were that, altho with student leadership the newspaper can become a non-academic empire, departmental involvement must be handled carefully; otherwise it could result in hostility. It was further stated that with the new media board, the editor still has to have freedom to edit. The board would select the advisor, giving him/her control other than censorship because of academic units granted. Students would welcome academic credit for this work.

Father Russo suggested a contract/memo articulating the creation of a media board. Father LaBelle expressed the need of students to have a part in the decision. It was proposed that a committee be appointed to draft what the part played by Communications and the faculty is to be.

IV. Adjournment

Meeting was adjourned at 7:00 PM.

Respectfully submitted,

Elaine Breen

Elaine Breen
Secretary

SAINT MARY'S COLLEGE OF CALIFORNIA
P O BOX [illegible] MORAGA CALIF. 94575 (415) 376-4411 KSMC 89.5 FM

DESCRIPTION:

KSMC-FM is a stereo Class A educational radio broadcast facility licensed by the Federal Communications Commission in accordance with authorization BLED-1316 to operate on channel 208, 89.5 MHz. with a transmitter power of 100 Watts and an effective radiated power of 850 Watts (ERP). KSMC services the greater Contra Costa area with its primary targeet audience comprised of the Saint Mary's College community and its immediate surrounding area.

KSMC is licensed to the Associated Students of Saint Mary's College as stipulated in FCC Form 323E filed with the Federal Communications Commission on June 22, 1973 and is directly under the authority of the Office of the President of Saint Mary's College and the moderator-designate which is a directly appointed position by the Office of The President as outlined in the original station charter and license application documentation on file in the KSMC Public File and in the offices of the Presiden and Vice President for Student Affairs (refer to Application For A Non-Commercial FM Radio Station, Exhibit S-2)

GOALS AND OBJECTIVES STATEMENT:

KSMC, as an FCC licensed broadcast facility, is responsible for meeting the radio broadcast needs of the Saint Mary's College Community and the surrounding area as set up in the FCC regulations governing non-commercial radio stations. KSMC, as the official radio station of Saint Mary's College, is also responsible for supporting and maintaining the goals and objectives of the educational mission of the College and the Brothers of The Christian Schools.

In order to realize these goals, a number of critical objectives must be met. They are:

1. To provide a technical transmitter facility capable of providing the community with a clean broadcast signal.
2. To provide a technical production and broadcast facility capable of generating programming for broadcast use.
3. To provide a quality, educational programming format that serves a community need and parallels the college's educational mission.
4. To provide an academic environment and operating structure for students to learn radio broadcasting skills.
5. To broadcast programs to the surrounding community that showcase the academic, cultural and social diversity of Saint Mary's College.
6. To broadcast public service information to Saint Mary's College and the surrounding community.

SAINT MARY'S COLLEGE OF CALIFORNIA
P.O. BOX 223, MORAGA, CALIFORNIA 94575 (415) 376-4411 KSMC 89.5 FM

KSMC-FM FIVE YEAR PLAN

1985-86

1. Conduct a formal survey of both on and off campus communities assessing radio broadcast service needs.
2. Perform and submit to the FCC a trasmission interference stud[illegible]y assessing the feasability of increasing signal coverage area.
3. Study the possibility of having KSMC move to the academic branch of the College under the supervision of the Chair of the Communications Department.
4. Set up a formal radio core curriculum within the Department of Communications.

1986-87

1. Hire a full-time Director for KSMC to replace current 5/6 FTE situation.
2. Contract out station repair to a broadcast engineering service.
3. Hire a part time secretary (½ FTE).
4. Install computer stystem for automation of program logs and certain technical parameters.
5. Replace worn production studio equipment.

1987-88

1. Planning of relocation of KSMC to the new Communications/Business Complex.
2. Relocation of transmitter and antenna site to a higher location (pending FCC approval).
3. Increase transmitter power (pending FCC approval).
4. Sponsor a first Bay Area College Radio Seminar/Conference.

1988-90

1. Move radio station to new Communications/Business complex (pending completion of this facility).
2. Increase amount of network program services.
3. Increase the amount of in-house produced programs and distribute to other college radio stations.
4. Formalize an area-wide college radio broadcast group.

To: Faculty
From: David
Re: "The beast."

Among the most vexatious problems on college campuses is a mythical student beast. This creature, feared by many, has been known to devour faculty members--especially those bold enough to give it comfort. Alumni often find it distasteful, and administrators who have tried to swallow it have been known to get acute indigestion. Nonetheless, almost no one wishes to live without this dangerous animal known by many as "the media."

At Saint Mary's "the media" is really four animals, not one. Three of them appear to be quite tame. Only occasionally do they upset anyone by reverting to a primitive state. Their names, of course, are "Riverrun," "Yearbook," and "KSMC."

It is the other beast, the wild and ferocious animal we call "The Collegian," that causes almost all the grief. This "Collegian," the student newspaper, is simply different from its relatives--the campus literary magazine, the yearbook, and the radio station.

How free the paper should be, and who should capture it if it is to be captured, are questions we must face. Otherwise the answers will come from people who may wish to claim as their own a part of the territory we call home.

Imagine for a moment that this beast is running through the jungle, and consider two questions. Where is it going? How can it get there faster? The first question, I believe, is in a certain sense none of our concern. Which is to say the paper must decide which stories it wants to print, what it wishes to say editorially, and even whether it wants to inform or merely entertain. We might properly suggest a direction, but the paper must choose its own path. That leaves open the question of whether we can--or should--help the paper get to where it's going more quickly. Here, we could assist it--by providing "technical expertise." I am talking about layout, the writing of headlines, interviewing skills, grammar, the art of story telling, and so forth. My own feeling is that we must put ourselves in a position to provide proper help, to "capture" the paper--assuming it can be captured--in a way that will leave it the breathing space it needs.

To do what I have suggested, two major issues must be considered. One is that the paper, at present, "belongs" to the Associated Students of Saint Mary's College. This means it is somewhat weak financially, and potentially subject to student politics. The student senate holds the purse strings. The paper is anything but a "fourth branch of government." Some way must be found to guarantee its independence. The second issue, obviously, is that no systematic means exist for providing the "technical expertise" I have suggested the paper needs. Without it, the paper--wherever it may desire to go--will not get there quickly.

CONSTITUTION OF THE ASSOCIATED STUDENTS OF SAINT MARY'S COLLEGE OF CALIFORNIA

The students of Saint Mary's College, in order to represent the interests of the students of the College, to promote and regulate student activity, and to preserve the traditions of the students at the College, do hereby establish the Associated Students of Saint Mary's College.

Article I. THE ASSOCIATED STUDENTS

Section 1. Name

A. The Associated Students of Saint Mary's College shall be known herein as the Association.

B. The officers of the Association shall be known herein as the Executive Council.

C. The elected representatives of the Association shall be known herein as the Student Senate.

D. The Bylaws of the Association shall be known herein as the Bylaws.

Section II. Membership in the Association

A. All bonafide students of Saint Mary's College are members of the Association.

B. A bonafide student of Saint Mary's College is defined as including all undergraduate, graduate, part-time, or full-time students of Saint Mary's College who have paid or been billed the current full Association fees except as provided for in the Bylaws.

Section III. Rights and Responsibilities

A. Each member of the Association shall be entitled to all of the rights and responsibilities as granted in the Bylaws.

B. All officials of the Association, as described in the Bylaws, elected or appointed by the Executive Council, Student Senate, or the Association

shall have a cumulative grade point average of 2.5 and must be free from any disciplinary probation at the time of election or appointment.

C. No person shall hold more than one (1) elected or appointive office in the Association at any given time.

D. Each member of the Association shall be entitled to one vote in all Association balloting.

E. All elected Association officials herein provided for may be removed from office for a proper and stated cause at a special balloting of the appropriate constituency, called either by the Student Senate with a favorable two-thirds (2/3) vote, or by petition of one-fourth (1/4) of their constituency.

F. All Association funds shall be kept in the name of the Associated Students of Saint Mary's College.

Article II. THE ELECTED OFFICIALS OF THE ASSOCIATION: THE EXECUTIVE COUNCIL

Section I. President

A. The President shall have attained junior standing at the time of election and shall have matriculated at Saint Mary's College at least four (4) semesters.

B. The President has those rights and responsibilities granted in the Bylaws.

Section II. Vice-President for Administration

A. The Vice-President for Administration shall have attained junior standing at the time of election and shall have matriculated at Saint Mary's College at least four (4) semesters.

B. The Vice-President for Administration shall exercise all the powers and duties of the President in the event of the absence, incapacity, or resignation of the President.

C. The Vice-President for Administration has those rights and responsibilities granted in the Bylaws.

Section III. Secretary

A. The Secretary shall have attained Sophomore standing at the time of the election and shall have matriculated at Saint Mary's College at least two (2) semesters.

B. The Secretary has those rights and responsibilities granted in the Bylaws.

Section IV. Vice-President for Business and Finance

A. The Vice-President for Business and Finance shall have attained sophomore standing at the time of the election and shall have completed two (2) semesters of the Principles of Accounting or the equivalent.

B. The Vice-President for Business and Finance shall establish a Finance Board as described in the Bylaws.

C. The Vice-President for Business and Finance has those rights and responsibilities granted in the Bylaws.

Article III. THE ELECTED REPRESENTATIVES OF THE ASSOCIATION: THE STUDENT SENATE

Section I. Membership

A. The non-voting members of the Student Senate, the Executive Council, composed of the President, the Vice-President for Administration, the Secretary, and the Vice-President for Business and Finance, who have the rights and responsibilities as specified in the Bylaws, are non-voting members of the Student Senate.

B. The voting members of the Student Senate

1. The Vice-President for Administration becomes a voting member of the Student Senate only to break a tie of the voting members.

2. The four (4) Class Presidents with those rights and responsibilities granted in the Bylaws are voting members.

3. The four (4) Class Vice-Presidents with those rights and responsibilities granted in the Bylaws are voting members.

4. The 24 Class Senators, six (6) elected from and by the members of each class, with those rights and responsibilities granted in the Bylaws are voting members.

Section II. Rights and Responsibilities

A. The legislative power of the Association shall be vested in the Student Senate.

B. The regular business of the Association shall be conducted in the Student Senate.

C. The veto of the President may be overridden by a favorable two-thirds (2/3) vote of the Student Senate. The veto of the Association may not be overridden.

D. The Student Senate may, by a favorable two-thirds (2/3) vote, veto an appointment of any Association officer.

E. The Student Senate may, by a favorable two-thirds (2/3) vote, remove an appointee of the Association, who is subject to the Student Senate's approval, unless forbidden elsewhere in this Constitution.

F. The Student Senate shall have the power to create, supervise, and dissolve all organizations of the Association, subject to the provisions of this Constitution and Bylaws.

G. The Student Senate, in addition to the above, has those rights and responsibilities granted in the Bylaws.

H. The President and the Vice-President for Administration of the Association may establish administrative boards,

B. The Chairpersons' terms of office shall begin no later than the second Friday of May and conclude one year hence.

C. The Chairpersons' shall be appointed by a Selection Board presided over by the President of the Association and consisting of:

1. The Vice-President for Business and Finance.
2. The outgoing Chairperson(s) who share a vote.
3. Two (2) Class Senators chosen by the Executive Council, and
4. The student affairs administrator responsible for student activities.

D. The Chairperson(s) shall have those rights and responsibilities granted in the Bylaws.

Section III. Association Spirit Leaders

A. Head Yell Leader(s)

1. The Head Yell Leader(s) shall have attained Sophomore standing at the time of appointment.

2. The Head Yell Leader(s) shall be appointed by a Selection Board presided over by the Vice-President for Administration of the Association and consisting of:

   a. The immediate past Head Leader(s), who shall share a vote,
   b. Three (3) Class Senators chosen by the Executive Council,
   c. The Faculty and the student leader of the Belles of Saint Mary's,
   d. The Faculty and the student leader of the Pep Band,
   e. The Student Affairs Administrator responsible for student activities.

3. The Head Yell Leader(s) shall have those rights and responsibilities granted in the Bylaws.

B. The Belles of Saint Mary's, as described and established in the Bylaws.

C. The Pep Band, as described and established in the Bylaws.

Section IV. Intramural Sports Student Directors

A. The Student Director term of office shall begin no later than the second Friday of May and conclude one year hence.

B. The Student Directors shall be appointed by a Selection Board presided over by the President of the Association and consisting of:

1. Any outgoing Student Directors who share a vote,
2. Two (2) Class Senators chosen by the Executive Council,
3. The Athletic Department Intramural Director, and
4. The student affairs administrator responsible for student activities.

C. The Student Directors shall have those rights and responsibilities granted in the Bylaws.

Section V. Ticket Agent

A. Qualifications and Term of Office

1. The Ticket Agent shall have attained Sophomore status at the time of appointment.

2. The Ticket Agent's term of office shall begin no later than the second Friday of May and conclude one year hence.

3. The Ticket Agent shall be appointed by the Vice-President for Business and Finance with the approval of the student affairs administrator responsible for student activities.

4. The Ticket Agent shall have those rights and responsibilities granted in the Bylaws.

Article VI. ELECTIONS

Section I. Elections

A. Election Board

1. There shall exist an Election Board chaired by the President and the Secretary of the Association. The members shall consist of the Vice-President for Administration and the Vice-President for Business and Finance of the Association, the four (4) Class Presidents, and the four (4) Class Vice-Presidents.

2. The Election Board shall officiate at all elections of the Association.

3. No candidate for any Association office shall be a member of this Board.

4. All decisions regarding the nature, result or legitimacy of elections and candidates shall rest with the Election Board.

B. Regular Elections

1. There shall be four (4) regular Association elections each academic year. The specific dates of these elections shall be determined by the last regular Student Senate meeting of the academic year.

   a. The first, at which the Freshman Class President, Vice-President and Class Senators will be elected, shall be held during the third full week of classes in the Fall Term.

   b. The second, at which the Association President, Vice-President for Administration, Vice-President for Business and Finance, and the Secretary will be elected, shall be held in the first full week of April.

   c. The third, at which the Class Presidents and Vice-Presidents will be elected, shall be held in the second full week of April.

d. The fourth, at which Senators of the Senior, Junior, and Sophomore classes will be elected, shall be held in the third full week of April.

2. Candidates will have achieved the required class standing as determined by the Registrar in order to run for office.

3. Candidates shall be nominated by petition one week prior to the date of their respective elections, or as otherwise specified by the Election Board.

C. Special Elections

1. All vacant elected offices shall be filled by special election which shall be held within two (2) academic weeks after such vacancies occur.

2. Candidates for these offices shall be nominated in accordance with all regular election procedures.

D. Method of Voting

1. Voting shall be by secret ballot.

2. All ballots and records of elections shall be kept for thirty (30) days after each election in the offices of Executive Council.

E. Results of Elections: Numerical results from all elections shall be posted on the Association bulletin board.

Article VII. ASSOCIATION MEDIA

A. The Association shall sponsor and fund Media as needed and defied in the Bylaws.

B. There shall exist an Association Media Board consisting of:

1. The Vice-President for Administration of the Association who shall be the Chairperson,

2. Four (4) Class Senators chosen by the Executive Council,

3. The student affairs administrator responsible for student activities,

4. The Chairperson of the Communications Department, and

5. A member of the faculty appointed annually by the Chairperson of the faculty.

Article VIII. CLUBS OF THE ASSOCIATION

A. All official student clubs must obtain recognition from the Student Senate in accordance with the Bylaws.

B. Recognized clubs are subject to dissolution by a favorable two-thirds (2/3) vote of the Student Senate.

Article IX. AMENDMENTS TO THE CONSTITUTION OF THE ASSOCIATION

Section I. Proposal

A. The Student Senate may, on its own motion, propose amendments to this Constitution and submit them to the members of the Association for adoption.

B. Amendments to this Constitution may be proposed by petition of one-fourth (1/4) of the members of the Association. The petition must be submitted, in writing, to the Secretary of the Association, who shall post it on the Association bulletin board.

Section II. Notice of Proposed Amendments

The proposed amendments together with the pats affected by them, must be published and made available at least one (1) week prior to the balloting on the amendments.

Section III. Adoption of Amendments

A. A favorable two-thirds (2/3) vote for those members of the Association casting ballots shall be

necessary to adopt an amendment to this Constitution.

B. Upon adoption of all amendments to this Constitution, the amendment shall be incorporated directly into the Constitution.

ARTICLE X. ADOPTION OF THIS CONSTITUTION

This Constitution shall become effective immediately upon adoption by the Association. It nullifies and supercedes the previous Constitutions.

with the approval of the Executive Council, to assist the Association in administering fields of student activity or interest.

Article IV. THE JUDICIAL BOARD OF THE ASSOCIATION

Section I. Membership and Term of Office

A. The Judicial Board shall be composed of five (5) members of the Association who have attained Sophomore standing at the time of their appointment.

B. The Judicial Board shall be appointed by the President of the Association, with the approval of the Student Senate.

Section II. Rights and Responsibilities

A. This Board shall be considered the official interpreter of this Constitution and Bylaws.

B. The Student Senate and members of the Association must act in accordance with the ruling of the Board.

C. The Judicial Board, in addition to the above, has those rights and responsibilities granted in the Bylaws.

Article V. APPOINTIVE OFFICIALS OF THE ASSOCIATION

Section I. Counsel

A. The Counsel shall have attained Sophomore standing at the time of appointment.

B. Appointment of the Counsel shall be presented to the Student Senate by the Executive Council at the first new meeting of the academic year.

C. The Counsel shall have those rights and responsibilities granted in the Bylaws.

Section II. Student Program Board

A. The Chairpersons shall have attained Sophomore standing at the time of appointment.

BYLAWS OF THE ASSOCIATED STUDENTS
OF SAINT MARY'S COLLEGE
OF CALIFORNIA

ARTICLE I. THE ASSOCIATED STUDENTS

Section I. Membership

A. Part-time students will be billed a percentage of Association fees which will be determined by a formula established by the Vice-President for Business and Finance of the Association and the Business Office and will be approved by the Student Senate.

B. Nursing students will be billed a percentage of Association fees which will be determined by a formula established by the Vice-President for Business and Finance of the Association and the appropriate officials of Samuel Merritt College of Nursing and will be approved by the Student Senate.

Section II. Rights and Responsibilities

Each member of the Association shall be entitled to:

A. one vote in all Association balloting,
B. hold an Association office,
C. be fairly represented in the Association
D. have a voice in the Student Senate at the designated time,
E. be on any Association committee if appointed by the appropriate officer,
F. belong to any club funded by the Association,
G. receive a copy of Association publications at no or reduced cost,
H. free of reduced admission to athletic, and social events sponsored with Association funds, and
I. a student identification card, to be issued at Fall registration, which must be shown prior to admittance into all Association events and prior to voting.

Section III. Meetings

A. The members of the Association shall be entitled to hold a general meeting.

B. A quorum of the Association shall consist of 25 percent of the members.

C. Procedures of a general meeting of the Association for the purpose of vetoing or overriding a veto:

1. The President of the Association shall be the Chairperson of the general meeting.

2. The Chairperson shall read the approved motion in question, read the roll call vote taken on the motion and, if necessary, read the veto as given.
3. Only one spokesperson per opposing opinion shall be allowed.
4. Each spokesperson will make a presentation of a limited duration to be designated by the Chairperson.
5. Each spokesperson will then present a rebuttal of a limited duration to be designated by the Chairperson.
6. A question and answer period involving members of the audience shall immediately follow. All questions are to be directed through the Chairperson to any spokesperson.
7. All students in attendance will be given a ballot as they enter the general meeting.
8. As the students leave at the close of the meeting, they will be instructed to deposit their ballots in a ballot box at a centrally-located position. Ballot boxes are not to be set up until the close of the meeting.

ARTICLE II. THE ELECTED OFFICERS OF THE ASSOCIATION: THE EXECUTIVE COUNCIL

Section I. President

A. Term of Office

The President's term of office shall begin at the principle student liturgy on the first Sunday in May and conclude one year hence.

B. Executive Rights and Responsibilities

1. The President is the official representative of the Association to the Board of Trustees and to all other public, collegiate and inter-collegiate boards, committees, and functions.
2. The President shall be an ex-officio member of all committees of the Association.
3. The President shall have the power to veto legislation enacted by the Student Senate.
4. The President, in consultation with the administrator responsible for undergraduate academics, shall have the power to suspend class one per term for the purpose of holding a general meeting of the Association.

Section II. Vice-President for Administration

A. Term of Office

The Vice-President for Administration's term of office shall coincide with that of the President.

B. Executive Rights and Responsibilities

The Vice-President for Administration shall be Chairperson of the Student Senate.

Section III. Secretary

A. Term of Office

The Secretary's term of office shall coincide with that of the President.

B. Executive Rights and Responsibilities

1. The Secretary shall take and post the minutes, agendas, vetoes, and petitions on the official Association bulletin board within forty-eight (48) hours of the meeting.
2. The Secretary shall be responsible for posting the agenda of the Student Senate meeting no later than12:00 noon on the preceding Friday.
3. The Secretary shall be responsible for all correspondence of the Association and the Executive Council.
4. The Secretary shall distribute the minutes, agenda, vetoes, and petitions to all members of the Student Senate at the Student Senate meetings.
5. The Secretary shall, upon notification from the President, post notice on the official Association bulletin board of Judicial Board hearings at least forty-eight (48) hours in advance of the scheduled hearings.
6. The Secretary shall post immediately upon reception all vetoes of the President and decisions of the Judicial Board.

Section IV. Vice-President for Business and Finance

A. Term of Office

The Vice-President for Business and Finance's term of office shall coincide with that of the President.

B. Executive Rights and Responsibilities

1. The Vice-President for Business and Finance shall keep a written record of all collections and disbursements of the Association funds.
2. The Vice-President for Business and Finance shall chair the Finance Committee and present to the members a detailed monthly statement of all Association finances.
3. The Vice-President for Business and Finance shall present, upon completion of allocations, a

complete budget as prepared by the Finance Board to the Student Senate for approval.

4. The Vice-President for Business and Finance shall present the annual budget for publication in the *Collegian*.
5. The Vice-President for Business and Finance shall present each month a general written report to the Student Senate.

ARTICLEIII. THE ELECTED REPRESENTATIVES OF THE ASSOCIATION: THE STUDENT SENATE

Section I. Membership

A. Class Presidents
    1. The Class President is the official representative of his/her constituency in the Student Senate and other appropriate occasions.
    2. The Class President supervises and organizes all class events.
    3. The Class President has jurisdiction over the Class Vice-President and Class Senators regarding class business.
    4. The Class President must approve all financial transactions of the class.

B. Class Vice-President
    1. The Class Vice-President shall exercise all powers and duties in the event of the absence, incapacity, or resignation of the Class President.
    2. The Vice-President will determine in conference with the Class Senators who will serve as representatives of the resident students and who will serve as representatives of non-resident students.

C. Class Senators

Each class Senator is responsible for representing his/her constituency.

Section II. Administration

A. The Secretary shall, at the beginning of each meeting of the Student Senate, call a Student Senate roll call, which shall consist of the Executive Council, class officers, heads of the organizations, and representatives of clubs. The Secretary shall inform the Student Senate of absences and record this information in the minutes of the Council meetings.

B. Voting members of the Student Senate with three or

more unexcused absences in a year from meetings of the Student Senate shall forfeit their vote but not their voice in the Senate.

1. An unexcused absence is an absence without verbal or written notification and explanation submitted to the Secretary one (1) day before or after the regular meeting.
2. Definition of an excused absence will be determined by the Executive Council in a written statement presented to the Student Senate at the first new meeting of the academic year.

Section III. Meetings

A. The meetings of the Student Senate shall be conducted according to **Robert's Rules of Order, Newly Revised**.

B. The Student Senate shall hold regular weekly meetings throughout the academic year. These meetings shall be held on a day fixed by the Executive Council. The calendar of the Student Senate will be announced at the beginning of each academic year.

C. The meetings of the Student Senate shall begin with the Pledge of Allegiance.

D. There must be a quorum of voting members at the Student Senate meetings in order to conduct official business. A quorum is two-thirds (2/3) of the voting members.

E. Should the Student Senate meet in the absence of the Vice-President, the other officers shall succeed in the duty in the following order: President, Treasurer, Senior Class President, Junior Class President, Sophomore Class President, Freshman Class President, and Class Senators in alphabetical order.

F. Should the Student Senate meet in the absence of the Secretary, the Vice-President for Administration will appoint a pro-team secretary.

G. Roll call shall be taken and recorded at the Chairperson's discretion for motions enacting legislation for the Association.

H. All meetings of the Student Senate and of its boards and committees shall be open to the student body, except under the following circumstances.

1. The Chairpersons of the Student Senate, boards, and committees shall have the right to declare a meeting closed at their discretion. A chairperson's decision can be overridden by a majority vote of the Student Senate, board, or committee.

2. Any voting member of the Student Senate, board, or committee, other than the Chairperson, can close a meeting with the approval of two-thirds (2/3) of the membership.

3. If any person attending such a meeting causes unwarranted disturbances, the council, board, or committee can, by a two-thirds (2/3) vote, expel those who are deemed disruptive. The Chairperson may also expel those who are deemed disruptive.

I. Minutes must be taken at all board and committee meetings and made available upon request to members of the Association.

J. The rules regarding open meetings shall not apply to deliberation of the Judicial Board.

1. The Judicial Board shall schedule open hearings prior to deliberations on a question.

2. All Judicial Board deliberations shall be closed.

K. Special meetings of the Student Senate may be called by petition of a quorum of the Student Senate. This petition must include the date, time, and reasons for the special meeting, as well as the signatures of those petitioning.

ARTICLE IV. THE JUDICIAL BOARD OF THE ASSOCIATION

Section I. Meetings

A. Four (4) members of this Board must be present to constitute a meeting.

B. The President of the Association shall call all meetings of this Board.

C. A favorable majority of Board members present at a meeting on any question shall determine a decision of the Board.

D. The Chairperson shall designate a member of the Board as Secretary, who shall keep minutes of all meetings of the Board.

Section II. Rights and Responsibilities

A. Upon notification, this Board must meet within three (3) school days.

B. The Chairperson shall inform the Student Senate of the decisions of the Board at the Student Senate meeting following convocation of the Board.

ARTICLE V. THE APPOINTIVE OFFICIALS OF THE ASSOCIATION

Section I. Counsel

A. Rights and Responsibilities

        1. The Counsel of the Association shall be the official advisor to the Executive Council, the Student Senate and the Association in legal and procedural matters.
        2. The Counsel may not propose any motions or engage in active debate regarding proposed motions during any Student Senate meeting.

Section II. Student Program Board

    A. Two (2) persons shall be appointed for the positions of chairpersons.
    B. Rights and Responsibilities
        1. The chairpersons, in cooperation with the student affairs administrator, student facilities director and Executive Council, shall coordinate student-sponsored extracurricular activities of the Association.
        2. The chairpersons shall keep, administer, and publish a calendar and shall be responsible for overseeing the publicity of all Association-related social events.
    C. The chairpersons shall prepare and present a budget to the Vice-President for Business and Finance.

Section III. Association Spirit Leaders

    A. Head Yell Leader(s)
        1. No more than two (2) persons shall be appointed for the position of Head Yell Leader(s).
    B. Rights and Responsibilities
        1. The Head Yell Leader(s) shall coordinate and conduct the cheering section and spirit activities for all major athletic events at their discretion.
        2. The Head Yell Leader(s) shall work in conjunction with and support the Belles of Saint Mary's and the Pep Band.
        3. The Head Yell Leader(s) shall prepare an present a budget of all Association spirit affiliations to the Vice-President for Business and Finance.
    C. The Belles of St. Mary's
        1.The Belles of St. Mary's shall be chosen annually in the Spring by a panel of qualified judges consisting of the following:
            a. Four (4) professional individuals with at least ten (10) years dance or cheerleading experience,
            b. Two (2) students of the Association chosen by the Executive Council, and
            c. The Moderator of the Belles, who shall vote only in the case of a tie.

2. The Belles of St. Mary's shall work to promote student enthusiasm as well as alumni support.
3. The Belles of St. Mary's shall perform at all games, rallies, tournaments, and other varsity athletic events as determined by the Head Yell Leader(s) in cooperation with the representative of the Athletic Department and the moderator of the Belles and Pep Band.

D. The Pep Band

1. The Pep Band shall work effectively to promote student enthusiasm as well as alumni support.
2. The Pep Band shall perform at all games, rallies, tournaments, and other varsity athletic events as determined by the Head Yell Leader(s) in cooperation with the Director of Athletics and the Moderator of the Belles and Pep Band.

Section IV. Intramural Sports Student Directors

A. Not more than four (4) persons shall be appointed for the position of Student Directors.

B. The Student Directors shall administer and publicize all events of the Intramural Program.

C. The Student Directors shall prepare and present a budget to the Vice-President for Business and Finance.

Section V. Ticket Agent

A. The Ticket Agent may appoint assistants as needed, however, the cumulative total of their regular hours may not exceed 15 hours per week. If additional hours are required, a surcharge shall be applies to the tickets to cover the wages.

B. The Ticket Agent is responsible for selling tickets to all Association events.

ARTICLE VI. ELECTIONS

Section I. Election Board

A. The Election Board shall be called into session by the Association President during the first full week of the academic year to review election procedures.

Section II. Election Procedures

A. Polls shall be open during the hours specified by the Election Board on two (2) consecutive days and at times and places convenient to both resident and non-resident students.

B. All numerical results of elections shall be certified, published, and posted by the Election Board immediately following the counting of ballots.

C. Numerical results from all elections shall be submitted to the Editor of the *Collegian* for publication.

D. Those candidates receiving votes equalling fifty (50) percent plus one (1) vote of the total ballots shall be elected. In the event that no candidate receives the required amount of votes to win, a run-off election shall be held between the top two (2) vote getters.

E. In the case of a run-off election, the winning candidate must receive a majority of the votes cast.

F. Ballots shall provide spaces for write-in votes for each position.

G. All ballots shall remain in the ballot box until the polls have closed. No ballots shall be tabulated before this time.

H. Polls shall be staffed by the Election Board or their assistants appointed by the Executive Council.

I. The Election Board shall establish a spending limit for each election campaign.

Section III. Petitions

A. All petitions for all Association officers must have fifty (50) valid signatures and student identification numbers of members of their constituency.

B. All petitions will require validation certifying academic qualifications and standing.

C. All petitions must be filed by the date set by Election Board.

D. An individual shall be certified a valid candidate for office if all above conditions have been met.

E. All petitions must include a recent photograph of the candidate which is suitable for publication.

Section IV. Recounts

A. Any candidate requesting a recount shall be granted one before three (3) school days have passed and shall be allowed to be present for the recount.

B. The candidate shall be granted only one recount per election.

C. The candidate must make the request to the Chairperson of the Election Board for a recount.

D. If such a candidate causes disturbances during the recount, he or she may be expelled by the Election Board with a two-thirds (2/3) vote.

ARTICLE VII. ASSOCIATION MEDIA

Section I. Media

A. The Saint Mary's *Collegian* shall be the official publication funded by the Association.

B. The *Gael* shall be the official annual funded by the Association.

C. Radio station KSMC shall be the official broadcast media funded jointly by the Association and St. Mary's College.

D. The *Riverrun* shall be the official literary magazine funded by the Association.

Section II. Association Media

A. Rights and Responsibilities

1. This Board shall appoint the Advisor(s) to the *Collegian* and the *Gael*, and be consulted by the President of the College, or his delegate, in the appointment of the Manager of KSMC.
2. This Board shall appoint the Editors at the *Collegian* , the *Gael*, the *Riverrun*, and the Student Manager of KSMC.
3. The appropriate advisors and retiring student leaders will be invited to participate with voice and no vote in the selection of these officials.
4. This Board shall review the *Collegian* , the *Gael*, the *Riverrun*, and KSMC at least twice each semester. The Vice-President for Administration will report the business of the Board to the Student Senate.
5. The Media Board will review the budgets of each medium prior to their submission to the Financial Board.

ARTICLE VIII. CLUBS OF THE ASSOCIATION

Section I. Official Student Clubs

A. Recognition and formation of Official Student Clubs

1. All charters for new or revived official student clubs must be presented for approval of two-thirds (2/3) of the Student Senate. A charter shall contain the goals or purpose of the club, the responsibility of the club to Saint Mary's College, and the organizational structure.

2. The charter shall be valid until revoked by a two-thirds (2/3) vote of the Student Senate.

3. An annual review of each Club will be undertaken by the Vice-President for Administration and the Vice-President for Business and Finance including:
    a. A review of Club activities for the prior year.

    b. Plans for the current year.

    c. A financial statement.

    d. The recognition of a faculty advisor.

4. Clubs are encouraged to participate in the Student Senate.

5. All funds from events and sponsors of any chartered Club shall become the property of the Association and shall be turned over to the Association Vice-President for Business and Finance.

Section II. Finance

A. All Association funds shall be kept in the name of the Associated Students of Saint Mary's College.

B. Included in the $80.00 student fee is a $10.00 athletic tax ($5.00 for nursing students). This tax, levied by the students themselves, is a restricted fund used by the students, in conjunction with the Athletic Department, to promote and maintain the minor sports program.

1.An agreement made by the Association with the Board of Trustees in 1980 allows for an additional $7.00 ($3.50 for nursing students) to be placed in a restricted fund, administered by the Association, to offer additional funds upon request and evaluation for various teams.

D. Finance Committee

1. Membership
    a. The Vice-President for Business and Finance shall chair the Committee.

    b. The Finance Committee shall be composed of five (5) members of the Senate, exclusive of the chairperson.

    c. The Finance Committee has the right to invite, for consultation, other persons as deemed appropriate by the Vice-President for Business and Finance.

2. Rights and Responsibilities

    a. The Finance Committee shall advise the Vice-President for Business and Finance on policies and procedures regarding the Association funds.

    b. The Finance Committee shall oversee the preparation of an annual budget.

    c. The Finance Committee shall review the budgets of the classes, clubs, and organizations of the Association.

    d. The Vice-President for Business and Finance shall vote when balloting by Finance Committee members results in a tie.

E. The fiscal year of the Association shall begin on July 1st and end the following June 30th.

F. The annual budget shall be presented to the Senate by April first of the previous fiscal year.

G. Allocation requests shall be submitted in accordance with the annual budget at the direction of the Vice-President for Business and Finance.

H. Procedures for the handling of financial transactions shall be determined by the Vice-President for Business and Finance.

1. All checks written must have two (2) signatures.
    - a. If a check is written for an amount of five hundred dollars ($500.00) or less, any two (2) of the following signatures will suffice: the Association President, the Association Vice-President for Administration, the Association Vice-President for Business and Finance, the Director of Student Activities, the Associate Dean for Campus Life.
    - b. If a check is written for an amount of over five hundred dollars ($500.00), one of the two signatures must be that of the Director for Student Activities or the Associate Dean for Campus Life.

I. Assets and liabilities are carried over from fiscal year to fiscal year.

ARTICLE IX. STIPENDS

The following Association officers shall receive a stipend each semester as determined by the Finance Board:

A. the Executive Council, (4)
B. the Student Program Board chairpersons, (2)
C. the Editor of the *Collegian*, (1)
D. the Editor of the *Gael*, (1)
E. the Editor of the *Riverrun*, (1)
F. the General Manager of KSMC, (1)
G. the Intramural Sports Student Directors, and (4)
H. others as deemed appropriate with the approval of two-thirds (2/3) of the Student Senate.

ARTICLE X. APPOINTMENTS

All outgoing and incoming individuals involved in appointments by the Student Senate must be present for the appointment process.

ARTICLE XI. MISCELLANEOUS

Section I. Qualifications for Non-candidacy Association Petitions

A. A petition of the Association, to be valid, shall be written and contain the stated purpose of the petition as

well as the signatures an matriculation information of at least one-fourth (1/4) of the total members of the Association. All petitions are subject to the scrutiny of the Election Board to test their validity.

B. A petition of the Association shall be presented to the Student Senate through the chairperson of the Senate.

Section II. George R. Miliken Award

A. The George R. Miliken Award shall be given by the Association through the Student Senate to the Senior who is judged most distinguished for unselfish and efficient devotion to student affairs. Members of the last Executive Council are not eligible.

B. Any member of the Association may nominate a fellow member at the Miliken Award nomination meeting of the Executive Council.

1. The Student Senate shall hold at least one (1) special meeting to determine the award winner.
2. Copies of all nominations must be presented to all members of the Student Senate by the Association Secretary.

Section III. Valedictorian

A. All members of the Senior class with a cumulative GPA of at least 3.75 shall be notified as to whether they wish to be placed on a ballot for the election of Valedictorian.

B. All individuals who accept the nomination of Valedictorian shall have their names placed on a ballot for the purpose of electing a Valedictorian.

1. The election of a Valedictorian shall take place no later than the last full week of March and will be conducted by the Election Board.
2. Only members of the senior class shall vote in the election of Valedictorian.
3. The Valedictorian must attain fifty (50) percent plus one (1) vote of the total.

ARTICLE XII. AMENDMENTS TO THE BYLAWS OF THE ASSOCIATION

The Bylaws of the Association may be amended by a favorable two-thirds (2/3) vote of the Student Senate.

ARTICLE XIII. ADOPTION OF THESE BYLAWS

Section I. Adoption

The Bylaws shall become effective immediately upon adoption by the Student Senate. It nullifies and supercedes the previous Bylaws of the Association.

Table 2-2. FM Channels and Assigned Carrier Frequencies

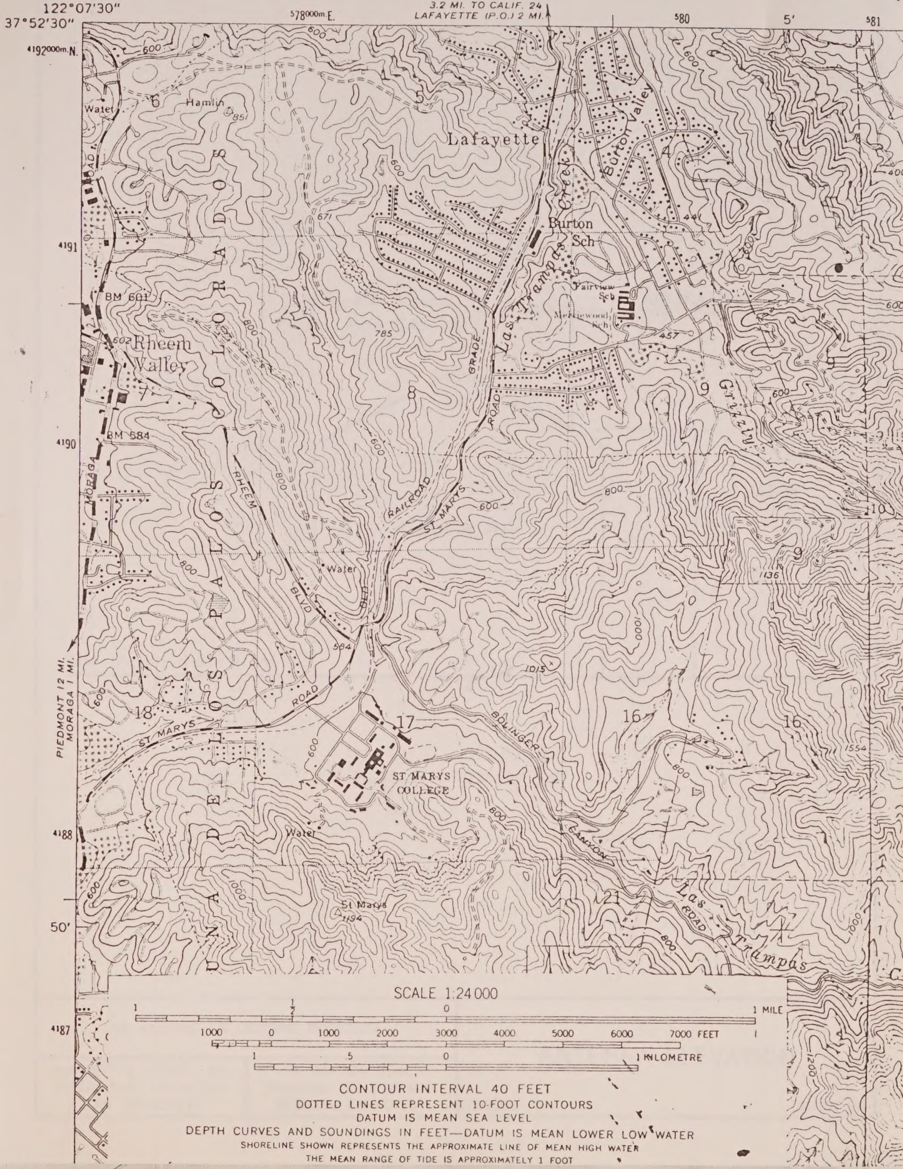
KSMC

Freq (MHz)	Class	Channel	Freq (MHz)	Class	Channel
88.1	A-B-C-D	201	98.1	B-C	251
88.3	A-B-C-D	202	98.3	A	252
88.5	A-B-C-D	203	98.5	B-C	253
88.7	A-B-C-D	204	98.7	B-C	254
88.9	A-B-C-D	205	98.9	B-C	255
89.1	A-B-C-D	206	99.1	B-C	256
89.3	A-B-C-D	207	99.3	A	257
89.5	A-B-C-D	208	99.5	B-C	258
89.7	A-B-C-D	209	99.7	B-C	259
89.9	A-B-C-D	210	99.9	B-C	260
90.1	A-B-C-D	211	100.1	A	261
90.3	A-B-C-D	212	100.3	B-C	262
90.5	A-B-C-D	213	100.5	B-C	263
90.7	A-B-C-D	214	100.7	B-C	264
90.9	A-B-C-D	215	100.9	A	265
91.1	A-B-C-D	216	101.1	B-C	266
91.3	A-B-C-D	217	101.3	B-C	267
91.5	A-B-C-D	218	101.5	B-C	268
91.7	A-B-C-D	219	101.7	A	269
91.9	A-B-C-D	220	101.9	B-C	270
92.1	A	221	102.1	B-C	271
92.3	B-C	222	102.3	A	272
92.5	B-C	223	102.5	B-C	273
92.7	A	224	102.7	B-C	274
92.9	B-C	225	102.9	B-C	275
93.1	B-C	226	103.1	A	276
93.3	B-C	227	103.3	B-C	277
93.5	A	228	103.5	B-C	278
93.7	B-C	229	103.7	B-C	279
93.9	B-C	230	103.9	A	280
94.1	B-C	231	104.1	B-C	281
94.3	A	232	104.3	B-C	282
94.5	B-C	233	104.5	B-C	283
94.7	B-C	234	104.7	B-C	284
94.9	B-C	235	104.9	A	285
95.1	B-C	236	105.1	B-C	286
95.3	A	237	105.3	B-C	287
95.5	B-C	238	105.5	A	288
95.7	B-C	239	105.7	B-C	289
95.9	A	240	105.9	B-C	290
96.1	B-C	241	106.1	B-C	291
96.3	B-C	242	106.3	A	292
96.5	B-C	243	106.5	B-C	293
96.7	A	244	106.7	B-C	294
96.7	B-C	245	106.9	B-C	295
97.1	B-C	246	107.1	A	296
97.3	B-C	247	107.3	B-C	297
97.5	B-C	248	107.5	B-C	298
97.7	A	249	107.7	B-C	299
97.9	B-C	250	107.9	B-C	300

1559 I NW
(BRIONES VALLEY)

20°

UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY


122°07'30"
37°52'30"
578000m E.
3.2 MI. TO CALIF. 24
LAFAYETTE (P.O.) 2 MI.
580
5'
581
4192000m N.
4191
4190
4188
4187
50'
PIEDMONT 12 MI.
MORAGA 1 MI.
Water
Hamlin
851
Lafayette
Burton Valley
Las Trampas Creek
Burton Sch
Fairview Sch
Meadowood Sch
457
BM 601
Rheem Valley
BM 584
MORAGA ROAD
RHEEM BLVD
RAILROAD GRADE
ST MARYS ROAD
OLD ROAD
Grizzly
LOS PALOS COLORADOS
CANADA DE LOS
785
671
1136
1015
584
ST MARYS COLLEGE
BOLINGER CANYON ROAD
Las Trampas
St Marys
1194
1554
600
800
1000
1200

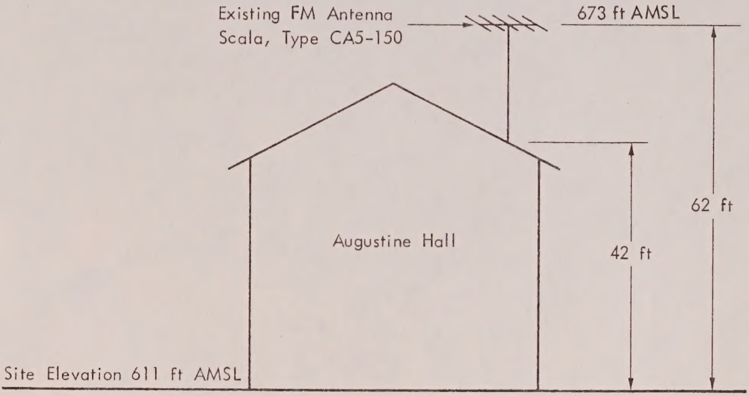
SCALE 1:24 000

1 ½ 0 1 MILE

1000 0 1000 2000 3000 4000 5000 6000 7000 FEET

1 .5 0 1 KILOMETRE

CONTOUR INTERVAL 40 FEET
DOTTED LINES REPRESENT 10-FOOT CONTOURS
DATUM IS MEAN SEA LEVEL
DEPTH CURVES AND SOUNDINGS IN FEET—DATUM IS MEAN LOWER LOW WATER
SHORELINE SHOWN REPRESENTS THE APPROXIMATE LINE OF MEAN HIGH WATER
THE MEAN RANGE OF TIDE IS APPROXIMATELY 1 FOOT


Existing FM Antenna
Scala, Type CA5-150
673 ft AMSL
62 ft
Augustine Hall
42 ft
Site Elevation 611 ft AMSL

N. Lat. 37° 50' 25"
W. Long. 122° 06' 36"

NO PAINTING OR LIGHTING PROPOSED

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

ANTENNA ELEVATION

790608

FIGURE 2A

FM STATION KSMC
MORAGA, CALIFORNIA

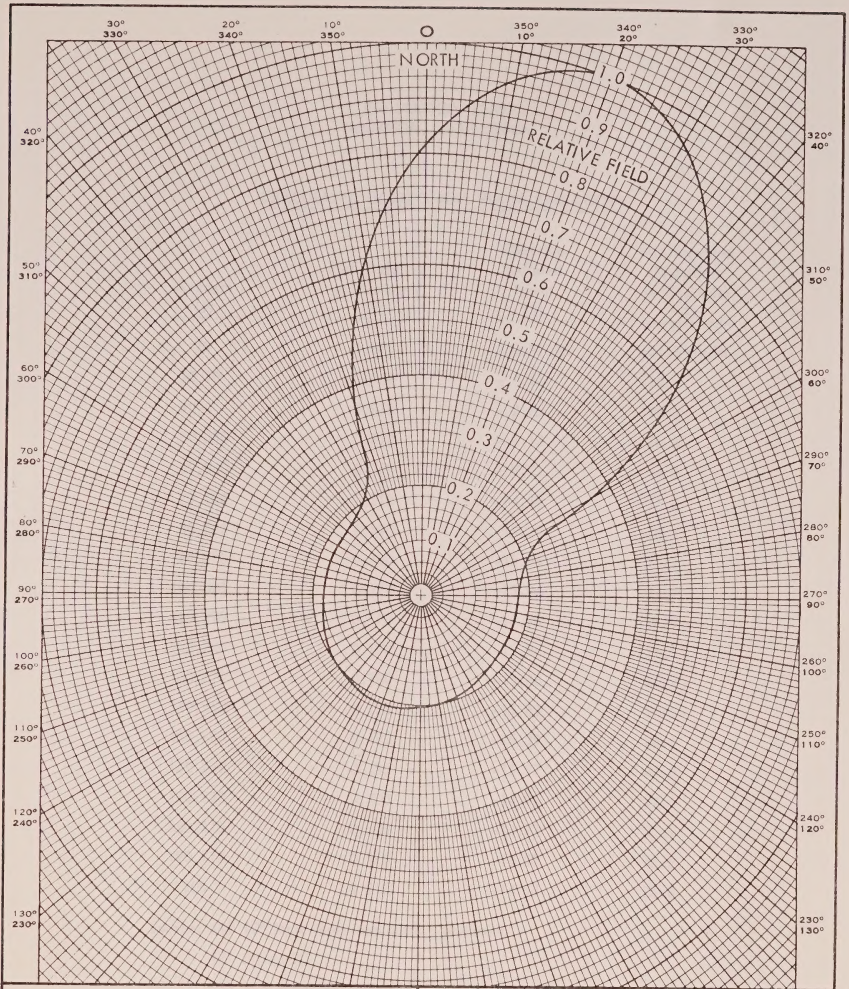
SPECIFICATIONS OF PROPOSED ANTENNA

Type	Scala Yagi, Model CA5-150
Main lobe power gain	9.03 dB (x 8)
Maximum power capability	100 W

Vertical plane pattern:

	Elevation Angle	Relative Field
	0°	100%
	± 5	99
	± 10	96
smooth drop to	± 70	16
smooth rise to	± 90	20

FIGURE 2B



BASED ON DATA PROVIDED BY
SCALA RADIO CORPORATION

PROPOSED RELATIVE FIELD PATTERN
HORIZONTAL PLANE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

790608

FIGURE 2C

FM STATION KSMC
MORAGA, CALIFORNIA

CALCULATED HORIZONTAL PLANE RADIATION

Azimuth (1)	Field Relative to Maximum (2)	Effective Radiated Power (3)	Unattenuated Radiation at One Mile (4)
N 20 ° E	1.000	- 0.97 dBk	123.1 mV/m
30,10	0.950	- 1.41	116.9
40,0	0.815	- 2.75	100.3
50,350	0.620	- 5.12	76.3
60,340	0.365	- 9.72	44.9
70,330	0.210	-14.52	25.8
80,320	0.190	-15.39	23.4
90,310	0.180	-15.86	22.2
100,300	0.178	-15.96	21.9
110,290	0.178	-15.96	21.9
120,280	0.178	-15.96	21.9
130,270	0.180	-15.86	22.2
140,260	0.185	-15.63	22.8
150,250	0.190	-15.39	23.4
160,240	0.195	-15.17	24.0
170,230	0.200	-14.95	24.6
180,220	0.205	-14.73	25.2
190,210	0.210	-14.52	25.8
200	0.210	-14.52	25.8

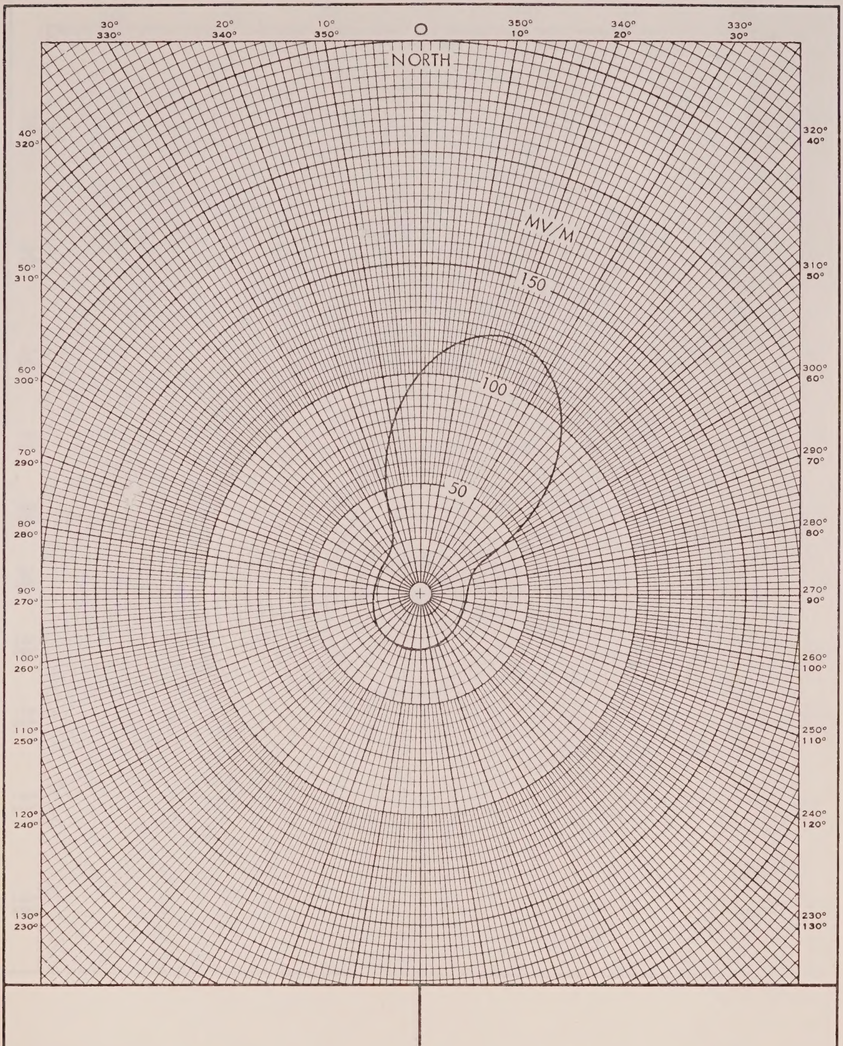
Source: (1) 10° increments from pattern maximum

(2) Figure 2C

(3) 10 x log (.800 kW x $(2)^2$)

(4) 137.6 x SQRT (.800 kW x $(2)^2$)

FIGURE 2D



PROPOSED RADIATION

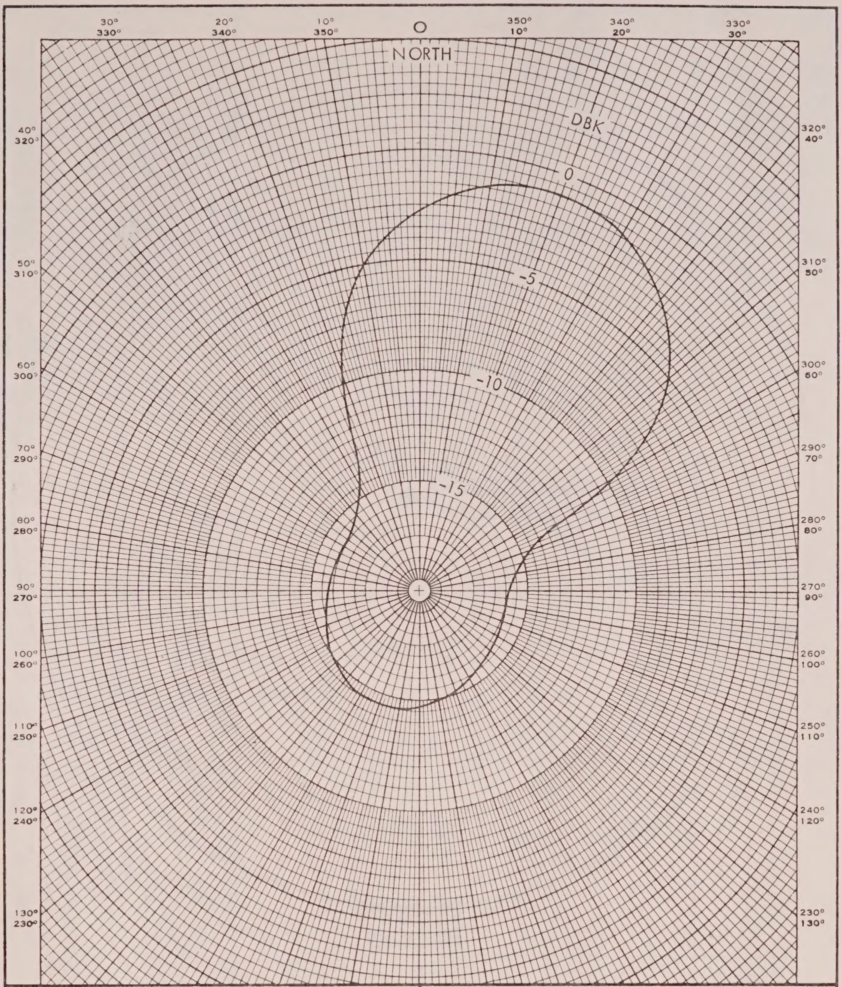
(MV/M AT ONE MILE UNATTENUATED)

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

790608

FIGURE 2E



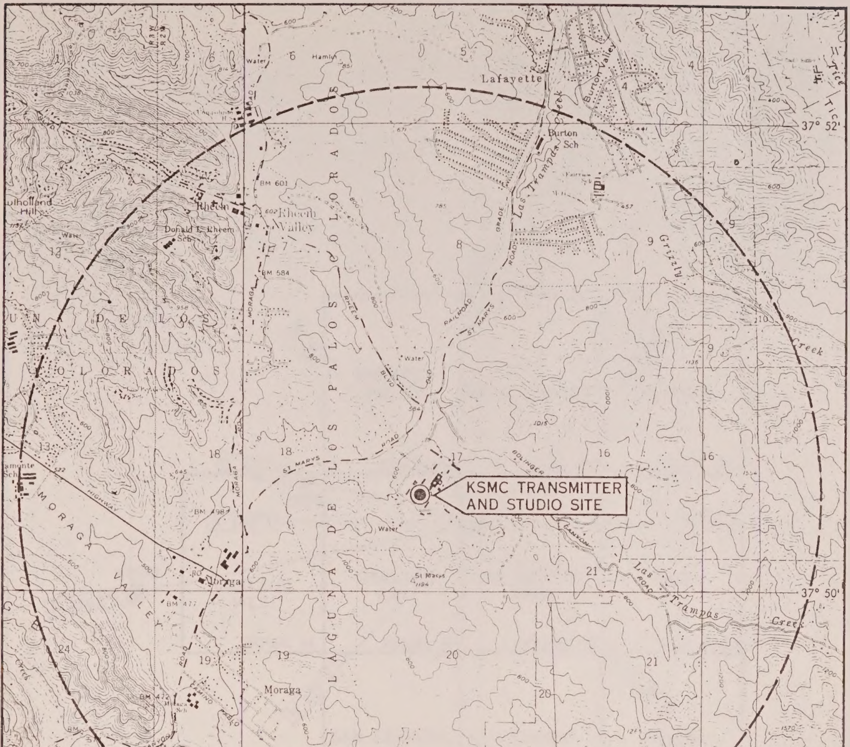
HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

PROPOSED RADIATION
(DECIBELS RELATIVE TO ONE KILOWATT)

790608

FIGURE 2F


KSMC TRANSMITTER AND STUDIO SITE
2 MILES FROM SITE
There are no other known radio facilities within 2 miles
Lafayette
Burton Sch
Rheem
Rheem Valley
Donald L. Rheem Sch
Moraga
Valle Vista
Mulholland Hill
Las Trampas Creek
Grizzly Creek
Moraga Valley
LAGUNA DE LOS PALOS COLORADOS
UN DE LOS COLORADOS
MORAGA VALLEY
UPPER SAN LEANDRO
CONTRA COSTA CO
ALAMEDA CO
King Canyon
St Marys
MORAGA HIGHWAY
ST MARYS ROAD
BOLINGER CANYON
LAS TRAMPAS ROAD
37° 52'
37° 50'
37° 48'
122° 07' 30"
122° 05' 00"
0.5
0
MILE
0.5
1

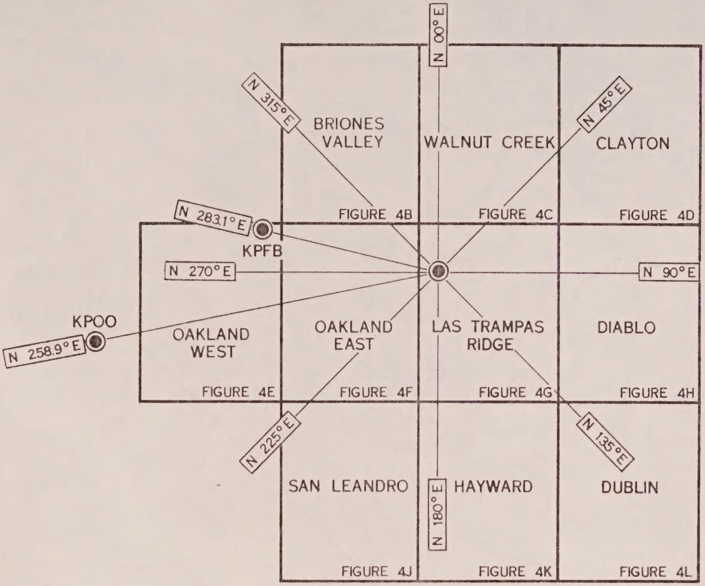
VICINITY OF SITE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

790608

FIGURE 3


N 00° E
N 315° E
BRIONES VALLEY
WALNUT CREEK
N 45° E
CLAYTON
FIGURE 4B
FIGURE 4C
FIGURE 4D
N 283.1° E
KPFB
N 270° E
N 90° E
KPOO
N 258.9° E
OAKLAND WEST
OAKLAND EAST
LAS TRAMPAS RIDGE
DIABLO
FIGURE 4E
FIGURE 4F
FIGURE 4G
FIGURE 4H
N 225° E
N 135° E
SAN LEANDRO
HAYWARD
DUBLIN
N 180° E
FIGURE 4J
FIGURE 4K
FIGURE 4L

USGS TOPOGRAPHIC QUADRANGLES
7.5 MINUTE SERIES, SCALE 1:24,000

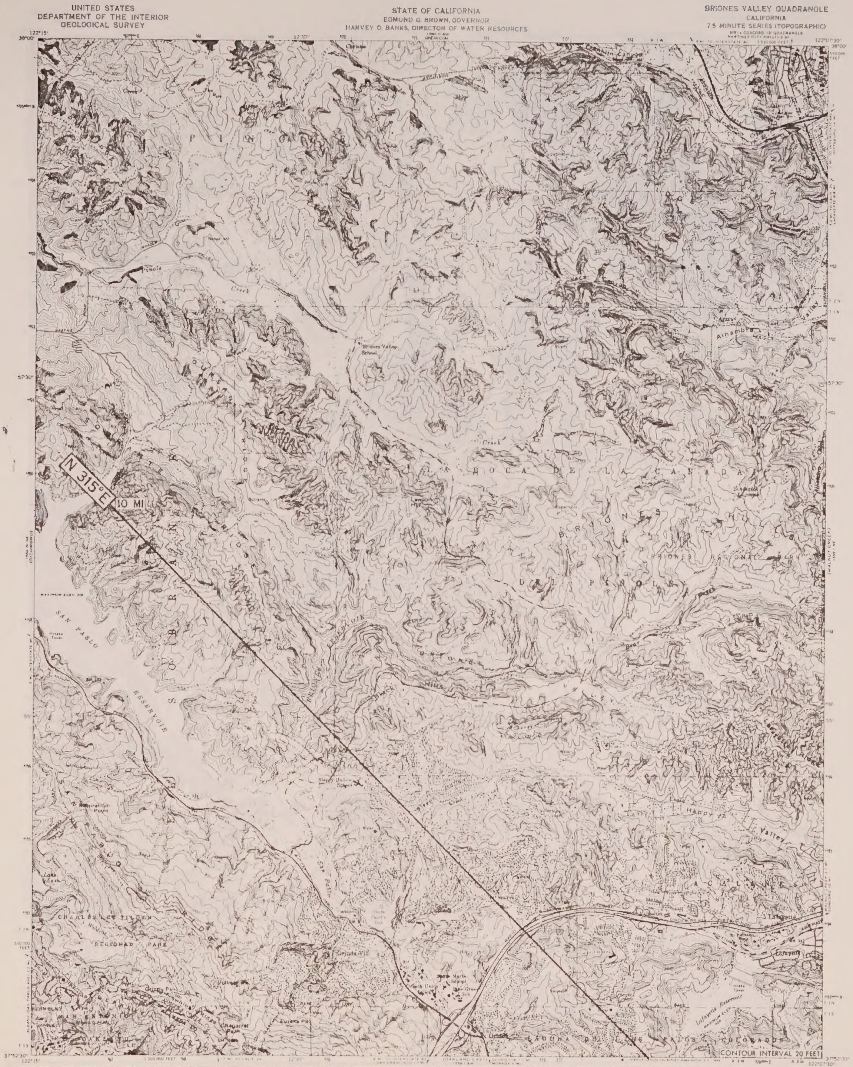
HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

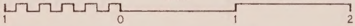
FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

INDEX TO MAPS

790608

FIGURE 4A


UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY
STATE OF CALIFORNIA
EDMUND G. BROWN, GOVERNOR
HARVEY O. BANKS, DIRECTOR OF WATER RESOURCES
BRIONES VALLEY QUADRANGLE
CALIFORNIA
7.5 MINUTE SERIES (TOPOGRAPHIC)
38°00'
122°15'
12'30"
10'
122°07'30"
57'30"
55'
37°52'30"
N 315°E
10 MI
P I N O L E
Pinole
Creek
Briones Valley School
Arroyo
Alhambra
Valley
Creek
L A B O C A D E L A C A Ñ A D A
B R I O N E S H I L L S
BRIONES REGIONAL PARK
D E L P I N O L E
SAN PABLO
RESERVOIR
E L S O B R A N T E
Bear Creek
Sleepy Hollow School
Inspiration Point
Lake Anza
Happy Valley
A C A L A N E S
CHARLES LEE TILDEN
REGIONAL PARK
San Pablo
Orinda Vill
Lafayette
Lafayette Reservoir
Grizzly Pk
Eureka Pk
Chaparral Peak
BERKELEY
L A G U N A D E L O S P A L O S C O L O R A D O S
CONTOUR INTERVAL 20 FEET



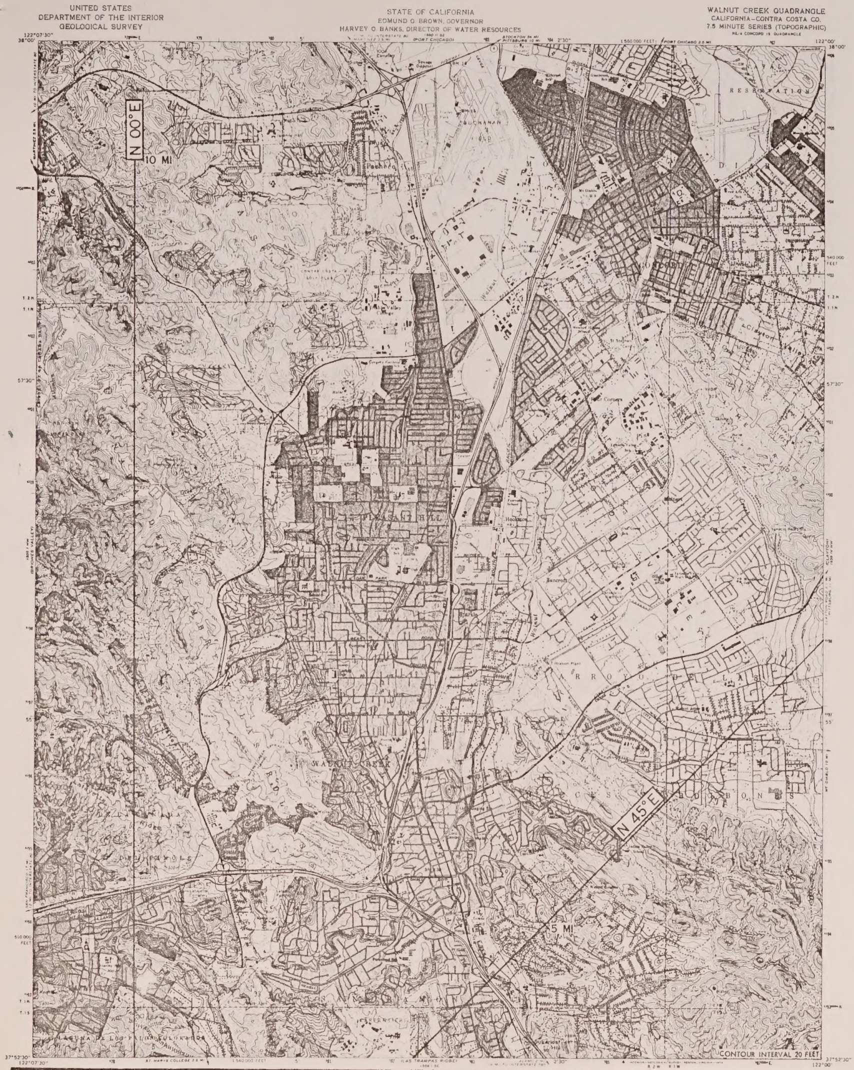
HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

TERRAIN MAP

790608

FIGURE 4B


UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY
STATE OF CALIFORNIA
EDMUND G. BROWN, GOVERNOR
HARVEY O. BANKS, DIRECTOR OF WATER RESOURCES
WALNUT CREEK QUADRANGLE
CALIFORNIA–CONTRA COSTA CO.
7.5 MINUTE SERIES (TOPOGRAPHIC)
122°07'30"
38°00'
122°00'
37°57'30"
55'
37°52'30"
N 00°E
10 MI
N 45°E
5 MI
PLEASANT HILL
WALNUT CREEK
CONCORD
Pacheco
Four Corners
Bancroft
ARROYO DEL HAMBRE
NAVAL RESERVATION
CONTOUR INTERVAL 20 FEET

MILES

1 0 1 2

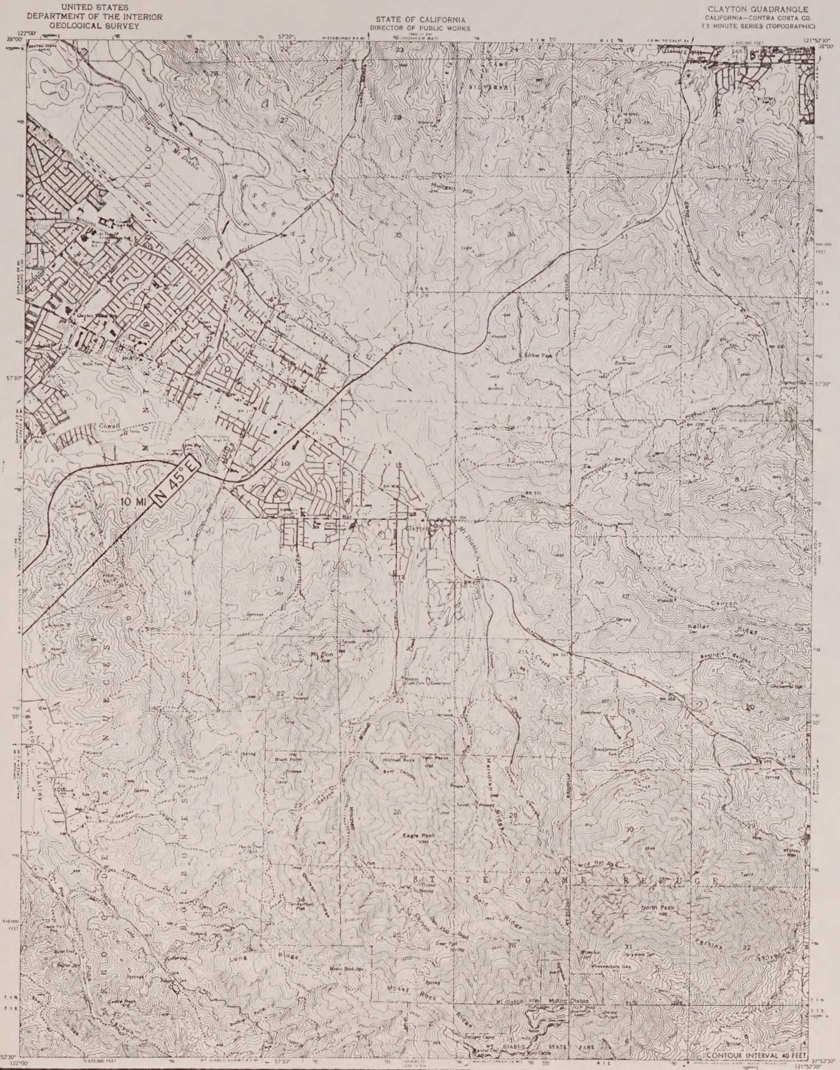
HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

TERRAIN MAP

790608

FIGURE 4C


UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY
STATE OF CALIFORNIA
DIRECTOR OF PUBLIC WORKS
CLAYTON QUADRANGLE
CALIFORNIA—CONTRA COSTA CO.
7.5 MINUTE SERIES (TOPOGRAPHIC)
122°00'
38°00'
57'30"
121°52'30"
37°52'30"
55'
N 45° E
10 MI
Mt Diablo
Mulligan Hill
Clayton
Cowell
Mt Zion
Eagle Peak
Mitchell Rock
Twin Peaks
Black Point
North Peak
Mount Diablo
Keller Ridge
Meridian Ridge
Long Ridge
Moses Rock Ridge
Ygnacio Valley
STATE GAME REFUGE
MT DIABLO STATE PARK
CONTOUR INTERVAL 40 FEET

MILES

1 0 1 2

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

TERRAIN MAP

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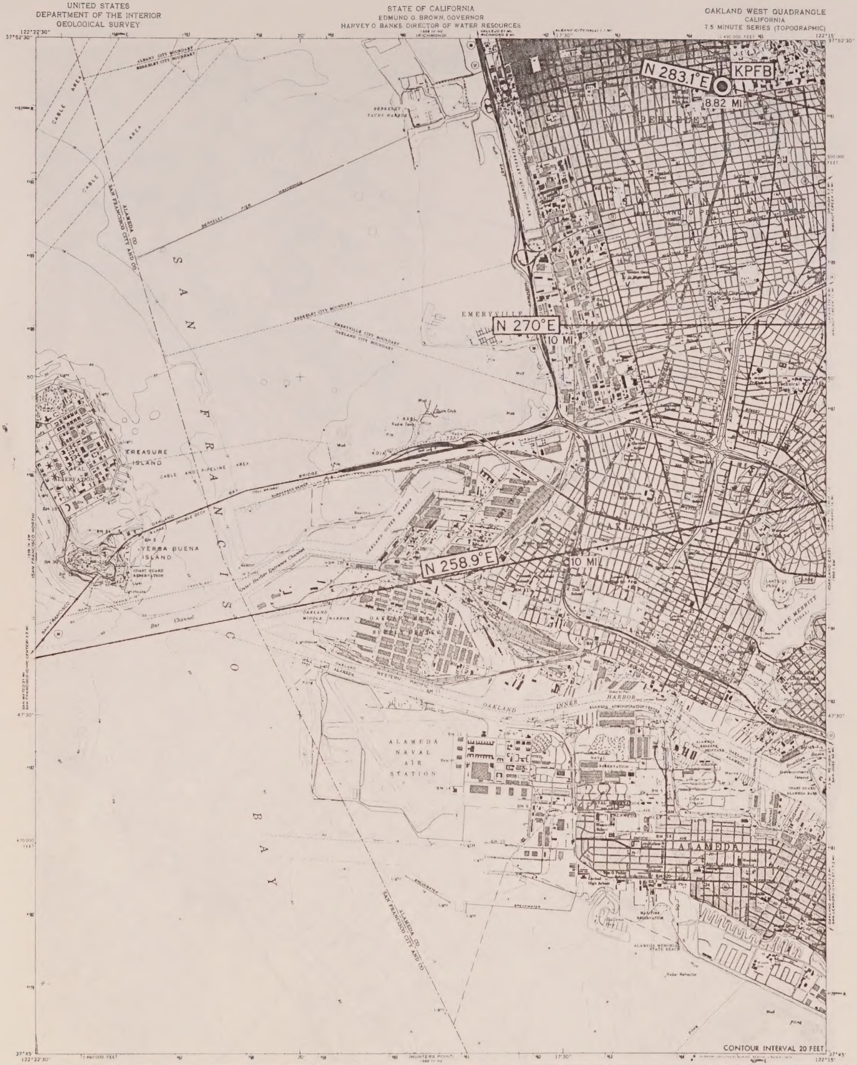
FIGURE 4D

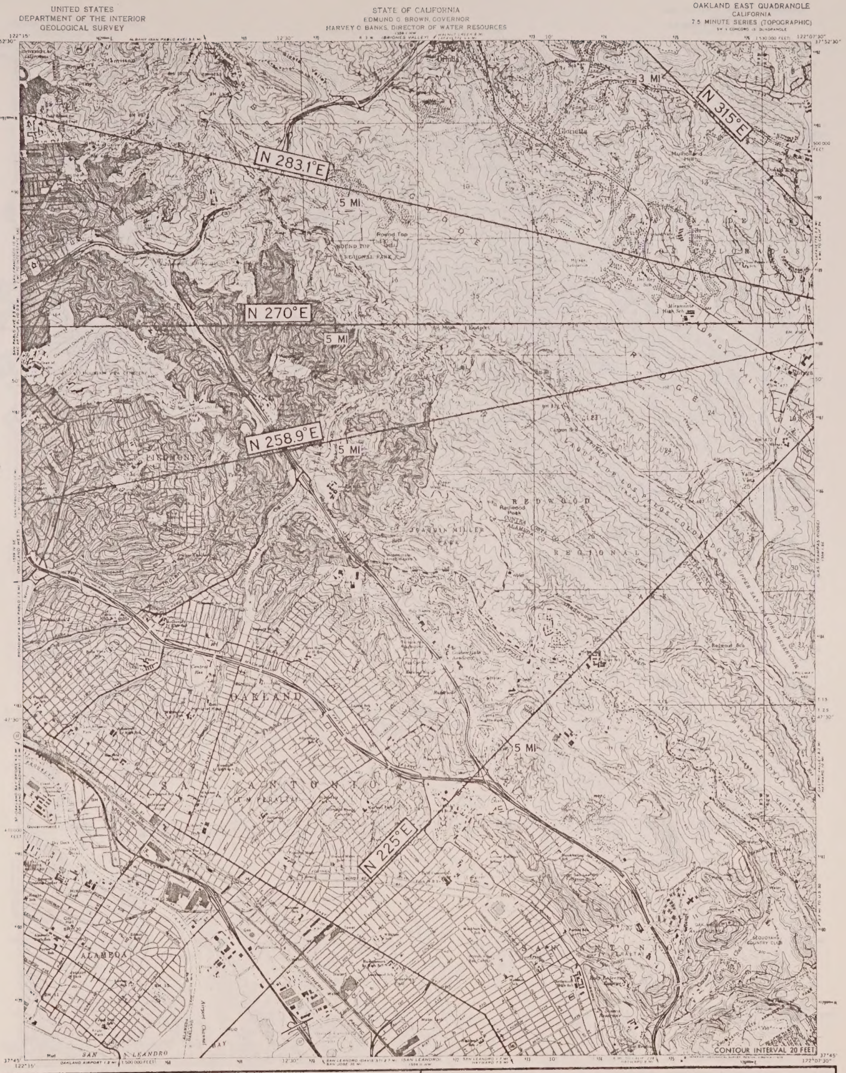

UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY
STATE OF CALIFORNIA
EDMUND G. BROWN, GOVERNOR
HARVEY O. BANKS, DIRECTOR OF WATER RESOURCES
OAKLAND WEST QUADRANGLE
CALIFORNIA
7.5 MINUTE SERIES (TOPOGRAPHIC)
122°22'30"
37°52'30"
122°15'
37°45'
N 283.1°E
KPFB
8.82 MI
N 270°E
10 MI
N 258.9°E
10 MI
BERKELEY
SAN ANTONIO
EMERYVILLE
OAKLAND
ALAMEDA
SAN FRANCISCO BAY
TREASURE ISLAND
YERBA BUENA ISLAND
ALAMEDA NAVAL AIR STATION
OAKLAND INNER HARBOR
OAKLAND MIDDLE HARBOR
LAKE MERRITT
ALAMEDA CO
SAN FRANCISCO CITY AND CO
CABLE AREA
CABLE AND PIPELINE AREA
BERKELEY CITY BOUNDARY
ALBANY CITY BOUNDARY
EMERYVILLE CITY BOUNDARY
OAKLAND CITY BOUNDARY
COAST GUARD RESERVATION
CONTOUR INTERVAL 20 FEET

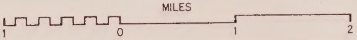
MILES	
1 0 1 2	
HAMMETT & EDISON, INC. CONSULTING ENGINEERS SAN FRANCISCO	FM STATION KSMC CHANNEL 208, 89.5 MHZ MORAGA, CALIFORNIA

TERRAIN MAP

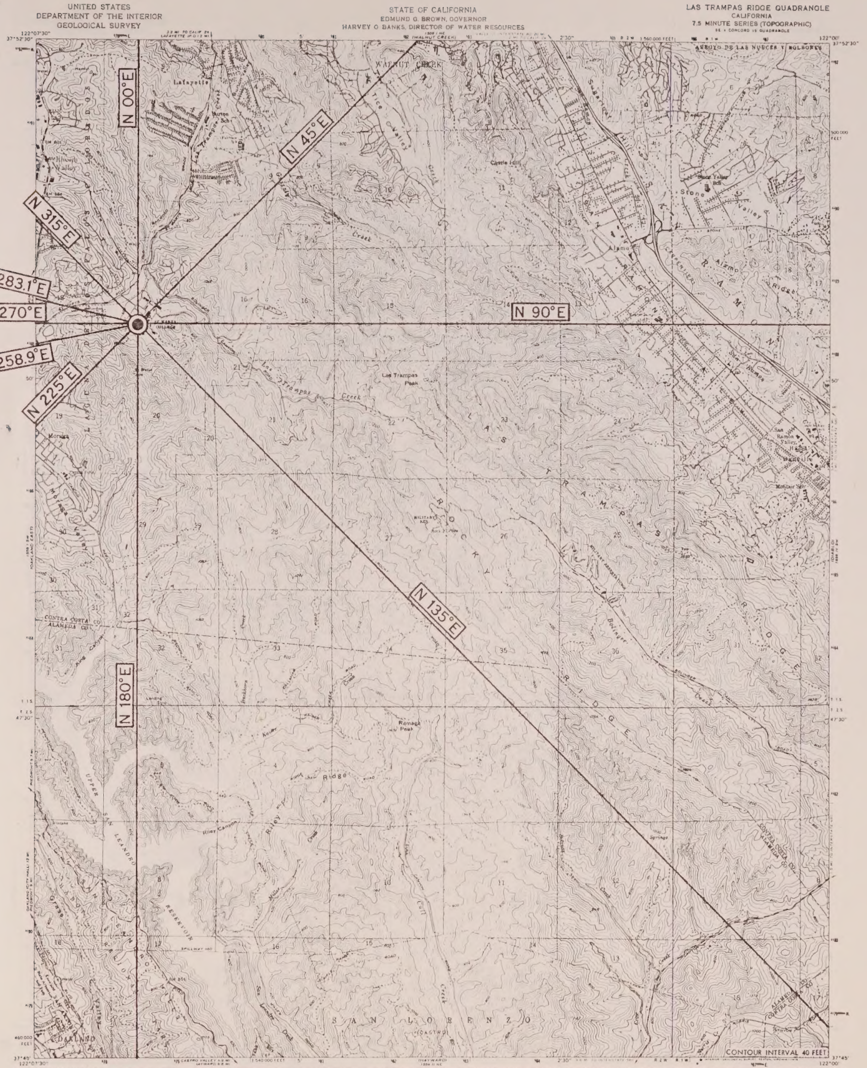
790608

FIGURE 4E


UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY
STATE OF CALIFORNIA
EDMUND G. BROWN, GOVERNOR
HARVEY O. BANKS, DIRECTOR OF WATER RESOURCES
OAKLAND EAST QUADRANGLE
CALIFORNIA
7.5 MINUTE SERIES (TOPOGRAPHIC)
N 315°E
3 MI
N 283.1°E
5 MI
N 270°E
5 MI
N 258.9°E
5 MI
5 MI
N 225°E
OAKLAND
PIEDMONT
SAN ANTONIO
ALAMEDA
SAN LEANDRO
CONTOUR INTERVAL 20 FEET



HAMMETT & EDISON, INC. CONSULTING ENGINEERS SAN FRANCISCO	FM STATION KSMC CHANNEL 208, 89.5 MHZ MORAGA, CALIFORNIA	TERRAIN MAP 790608 FIGURE 4F


UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY
STATE OF CALIFORNIA
EDMUND G. BROWN, GOVERNOR
HARVEY O BANKS, DIRECTOR OF WATER RESOURCES
LAS TRAMPAS RIDGE QUADRANGLE
CALIFORNIA
7.5 MINUTE SERIES (TOPOGRAPHIC)
N 00°E
N 45°E
N 90°E
N 135°E
N 180°E
N 225°E
N 258.9°E
N 270°E
N 283.1°E
N 315°E
Lafayette
WALNUT CREEK
Tice Valley
Castle Hill
Alamo
Stone Valley
Las Trampas Peak
LAS TRAMPAS RIDGE
ROCKY RIDGE
Moraga
Las Trampas Creek
San Ramon Valley
Rimrock Ridge
CONTRA COSTA CO.
ALAMEDA CO.
UPPER SAN LEANDRO RESERVOIR
SAN LORENZO
Ramage Peak
Riley Canyon
OAKLAND
CONTOUR INTERVAL 40 FEET
122°07'30"
37°52'30"
122°00'
37°45'
47'30"
50'
2'30"

MILES

1 0 1 2

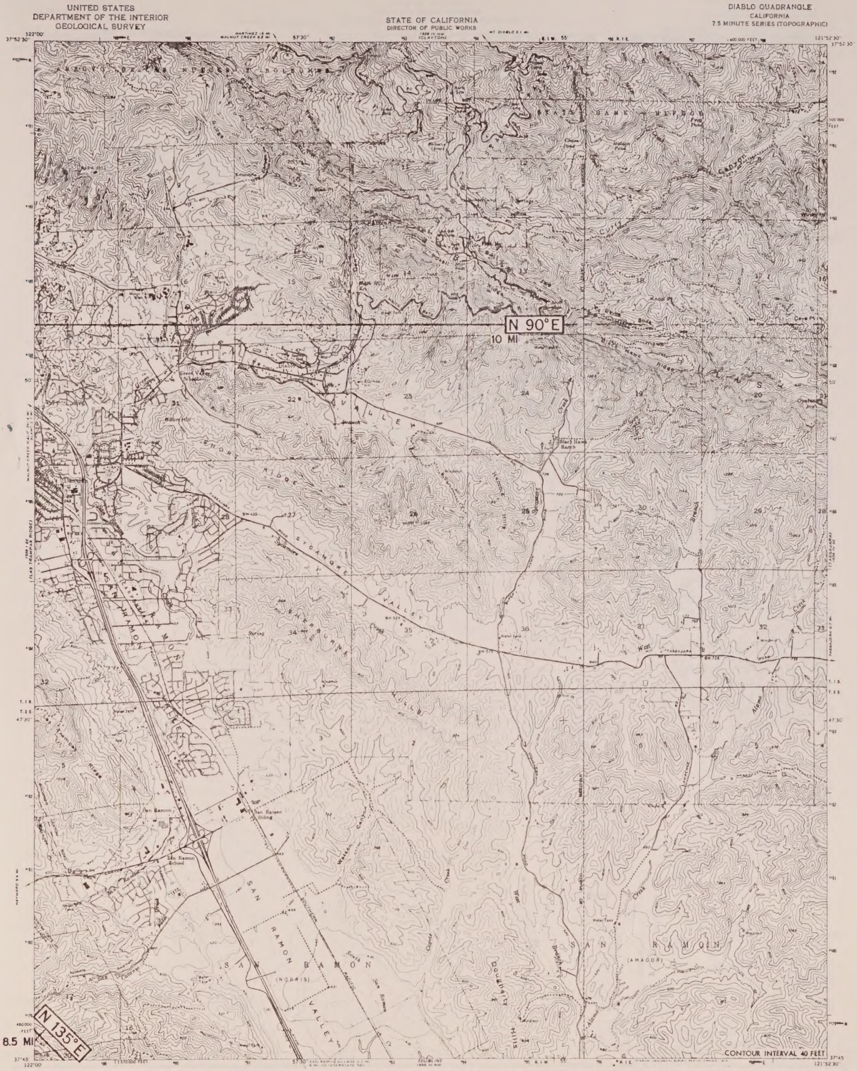
HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

TERRAIN MAP

790608

FIGURE 4G


UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY
STATE OF CALIFORNIA
DIRECTOR OF PUBLIC WORKS
DIABLO QUADRANGLE
CALIFORNIA
7.5 MINUTE SERIES (TOPOGRAPHIC)
N 90°E
10 MI
N 135°E
8.5 MI
Danville
San Ramon
San Ramon School
San Ramon Siding
Blackhawk Ranch
SAN RAMON VALLEY
SYCAMORE VALLEY
CONTOUR INTERVAL 40 FEET

MILES

1 0 1 2

HAMMETT & EDISON, INC. CONSULTING ENGINEERS SAN FRANCISCO	FM STATION KSMC CHANNEL 208, 89.5 MHZ MORAGA, CALIFORNIA

TERRAIN MAP

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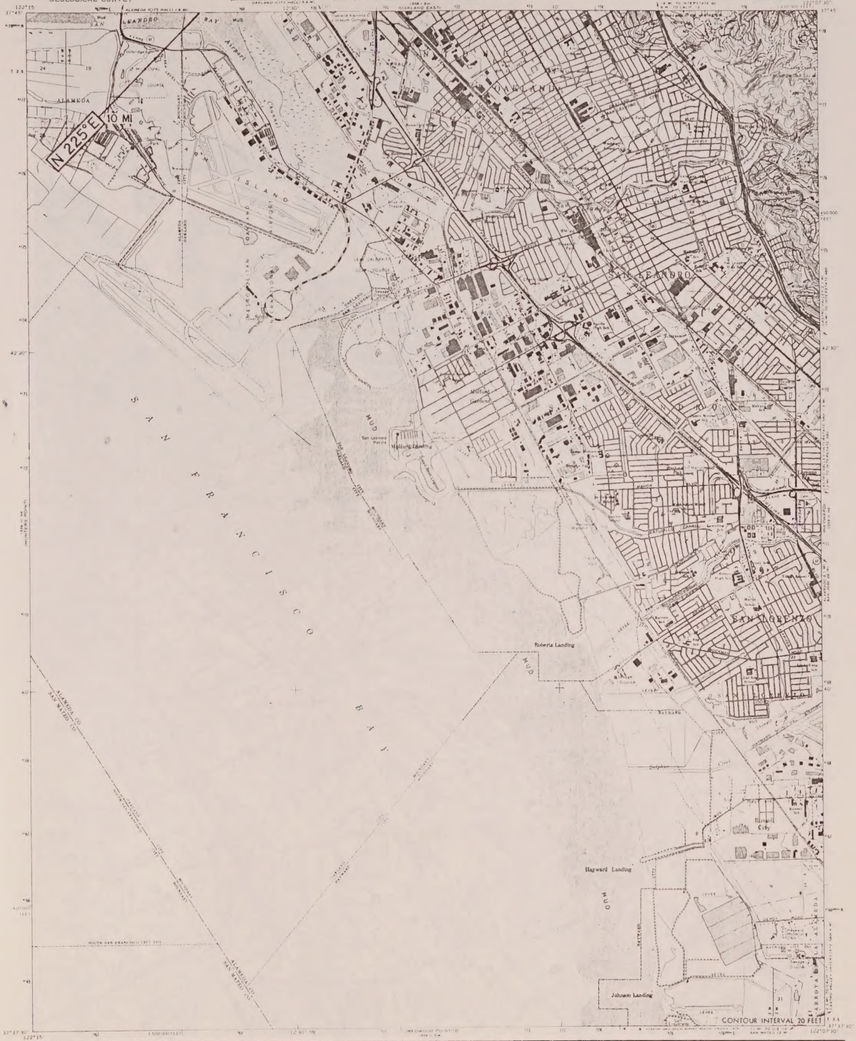
FIGURE 4H

UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY

STATE OF CALIFORNIA
EDMUND G. BROWN, GOVERNOR
HARVEY O. BANKS, DIRECTOR OF WATER RESOURCES

SAN LEANDRO QUADRANGLE
CALIFORNIA
7.5 MINUTE SERIES (TOPOGRAPHIC)


N 225°E
10 MI
SAN LEANDRO BAY
MUD
ALAMEDA
Airport Channel
BAY FARM ISLAND
OAKLAND
SAN LEANDRO
Mulford Gardens
San Leandro Marina
Mulford Landing
SAN FRANCISCO BAY
MUD
Roberts Landing
SAN LORENZO
Russell City
Hayward Landing
Johnson Landing
ALAMEDA CO
SAN MATEO CO
CONTOUR INTERVAL 20 FEET
37°45'
122°15'
122°07'30"
37°37'30"
42'30"
40'
12'30"
10'

MILES

1 0 1 2

HAMMETT & EDISON, INC
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

TERRAIN MAP

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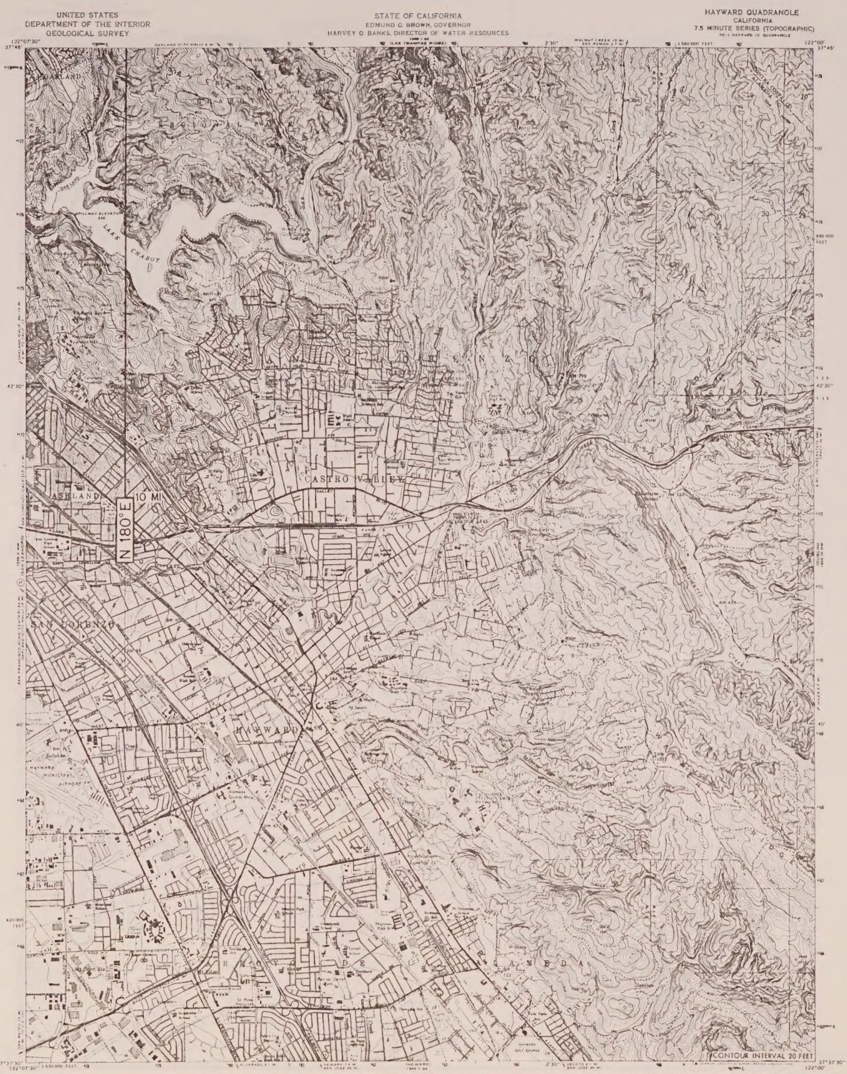
FIGURE 4J


UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY
STATE OF CALIFORNIA
EDMUND G. BROWN, GOVERNOR
HARVEY O BANKS, DIRECTOR OF WATER RESOURCES
HAYWARD QUADRANGLE
CALIFORNIA
7.5 MINUTE SERIES (TOPOGRAPHIC)
122°07'30"
37°45'
122°00'
37°45'
LAKE CHABOT
CASTRO VALLEY
ASHLAND
SAN LORENZO
HAYWARD
HAYWARD MUNICIPAL AIRPORT
N 180°E
10 MI
42'30"
40'
CONTOUR INTERVAL 20 FEET
37°37'30"
122°07'30"
37°37'30"
122°00'

MILES

1 0 1 2

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

TERRAIN MAP

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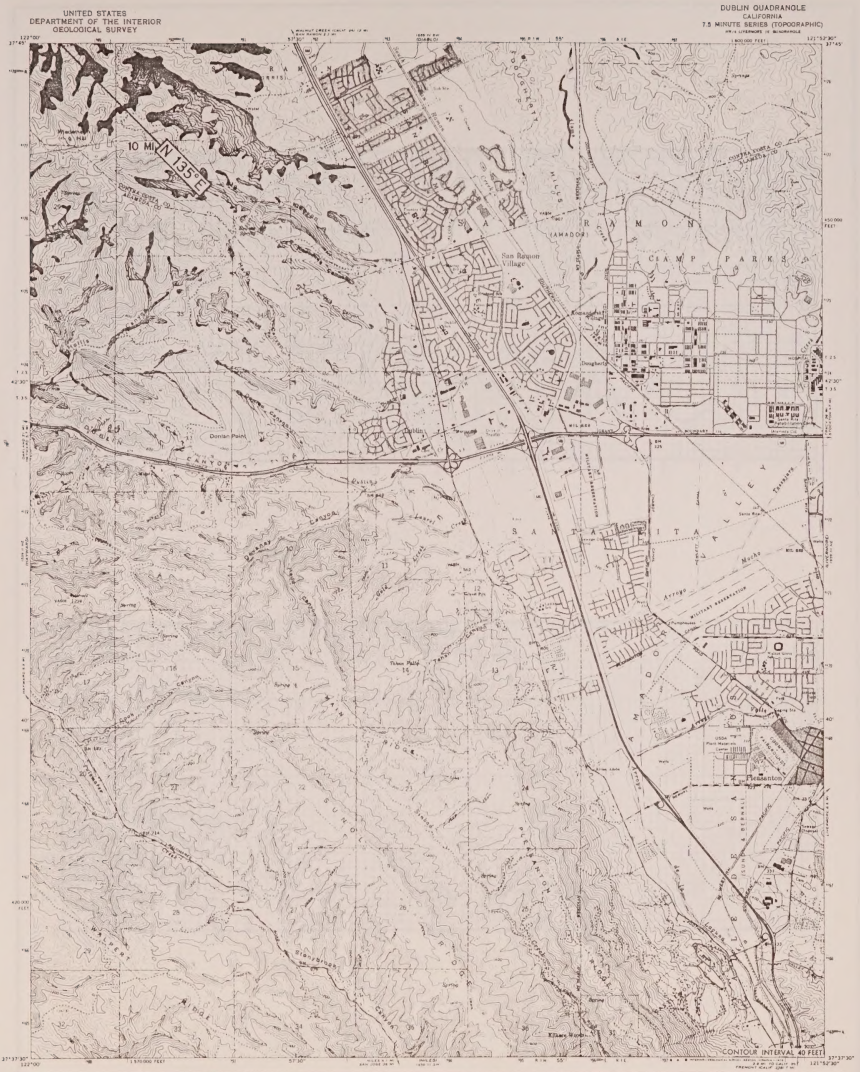
FIGURE 4K


UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY
DUBLIN QUADRANGLE
CALIFORNIA
7.5 MINUTE SERIES (TOPOGRAPHIC)
10 MI
N 135°E
SAN RAMON
San Ramon Village
CAMP PARKS
DOUGHERTY HILLS
Dougherty
Dublin
Donlan Point
DUBLIN CANYON
SANTA RITA
Arroyo Mocho
MILITARY RESERVATION
AMADOR VALLEY
Pleasanton
CONTRA COSTA CO
ALAMEDA CO
Laurel Canyon
Devaney Canyon
Gold Creek
Tehan Canyon
Cook Canyon
MAIN RIDGE
SUNOL RIDGE
PLEASANTON RIDGE
WALPERT RIDGE
Stonybrook Canyon
Kilkare Woods
Laguna Creek
CONTOUR INTERVAL 40 FEET

MILES

1 0 1 2

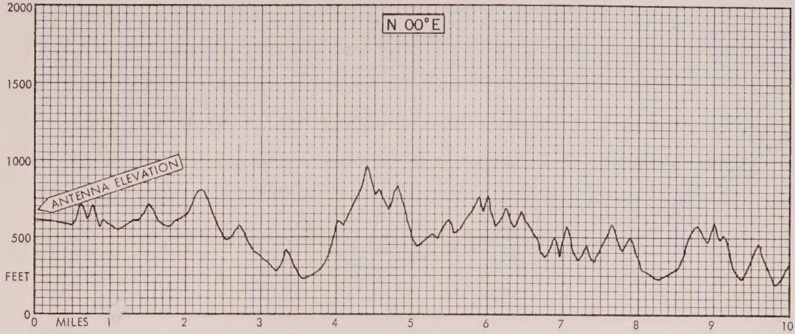
HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

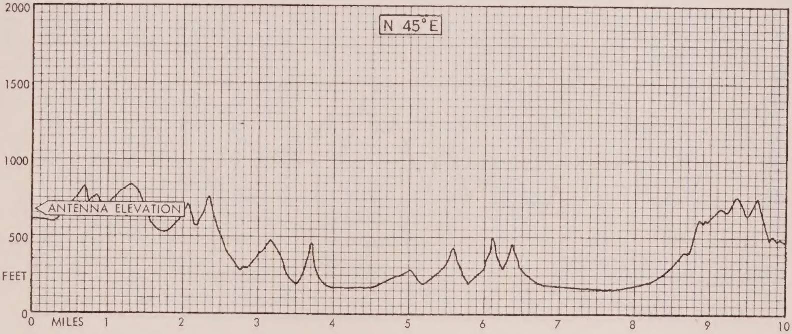
FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

TERRAIN MAP

790608

FIGURE 4L





DATA OBTAINED FROM USGS TOPOGRAPHIC QUADRANGLES
7.5 MINUTE SERIES, SCALE 1:24,000

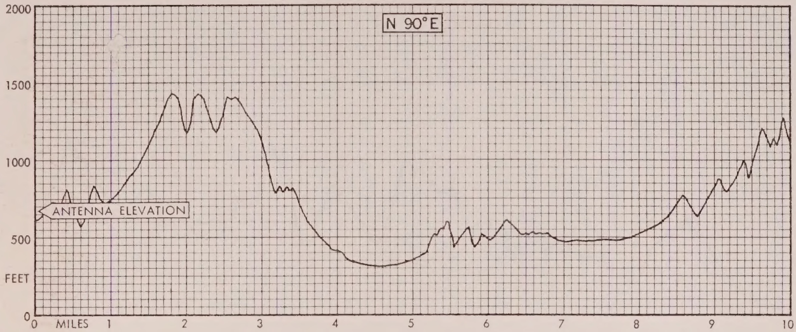
HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

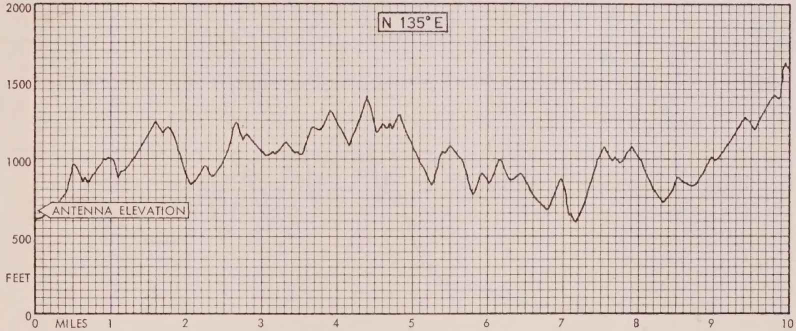
FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

TERRAIN PROFILES

790608

FIGURE 5A





DATA OBTAINED FROM USGS TOPOGRAPHIC QUADRANGLES
7.5 MINUTE SERIES, SCALE 1:24,000

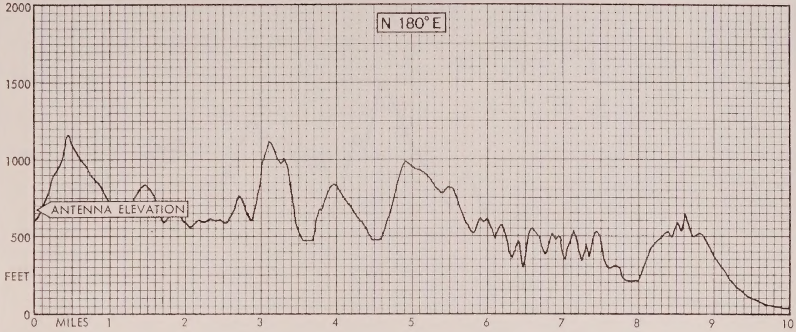
HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

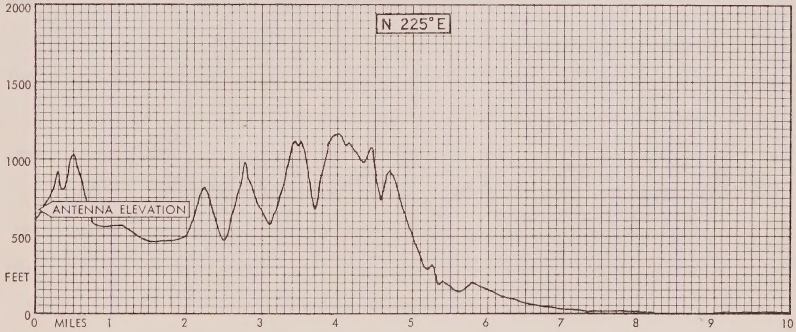
FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

TERRAIN PROFILES

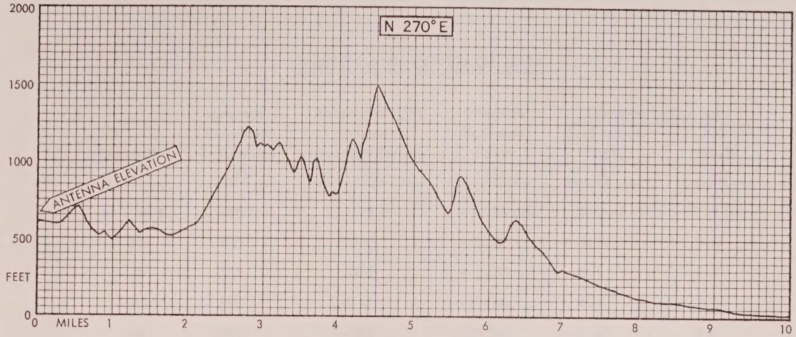
790608

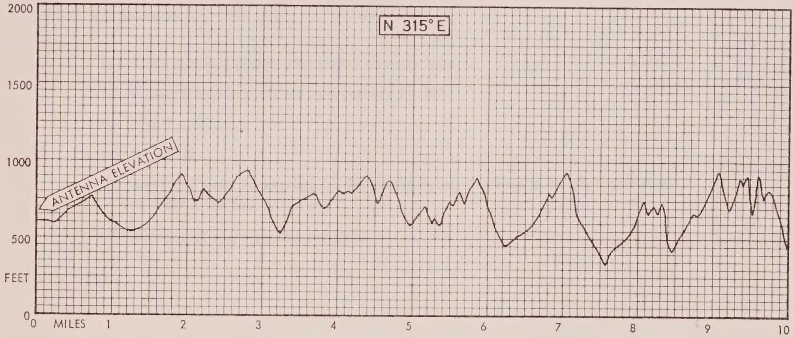
FIGURE 5B





DATA OBTAINED FROM USGS TOPOGRAPHIC QUADRANGLES 7.5 MINUTE SERIES, SCALE 1:24,000		TERRAIN PROFILES
HAMMETT & EDISON, INC. CONSULTING ENGINEERS SAN FRANCISCO	FM STATION KSMC CHANNEL 208, 89.5 MHZ MORAGA, CALIFORNIA	790608 FIGURE 5C





DATA OBTAINED FROM USGS TOPOGRAPHIC QUADRANGLES
7.5 MINUTE SERIES, SCALE 1:24,000

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

TERRAIN PROFILES

790608

FIGURE 5D

FM STATION KSMC
MORAGA, CALIFORNIA

TERRAIN AND COVERAGE DATA

Azimuth (1)	Average Elevation 2-10 Miles (2)	Antenna Height Above Average Terrain (3)	Effective Radiated Power (4)	Distance to Contours 3.16 mV/m 70 dBu (5)	Distance to Contours 1.0 mV/m 60 dBu (6)
N 0° E	498 ft	175 ft	- 2.75 dBk	4.0 mi	7.1 mi
20	433	240	- 0.97	5.2	9.3
45	351	322	- 3.70	5.1	9.2
90	690	- 17	-15.86	1.4	2.5
135	1025	-352	-15.86	1.4	2.5
180	535	138	-14.73	1.8	3.1
225	350	323	-14.95	2.7	4.0
270	585	88	-15.86	1.4	2.5
315	710	- 37	-15.63	1.4	2.5
(7) Average	593	80			

(1) Eight standard radials plus radial on main lobe

(2) Figure 5 terrain profiles; interpolated for 20°

(3) 673 ft - (2)

(4) Figure 2F

(5) and (6) Figure 1, Section 73.333 of the Rules; distance to 60 dBu contour on N 225° E limited by terrain.

(7) Average of eight standard radials

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Consulting Engineers

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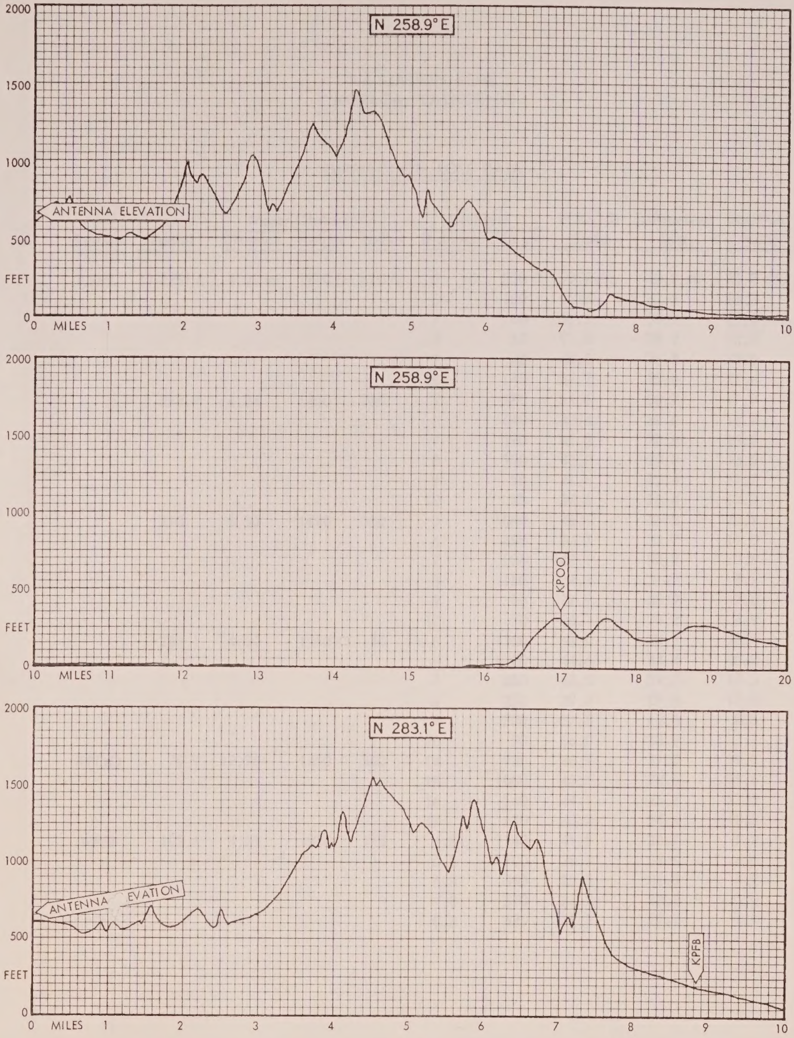
FIGURE 6



DATA OBTAINED FROM USGS TOPOGRAPHIC QUADRANGLES
7.5 MINUTE SERIES, SCALE 1:24,000

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

TERRAIN PROFILES
KSMC TO KPOO AND KPFB

790608

FIGURE 8A

FM STATION KSMC
MORAGA, CALIFORNIA

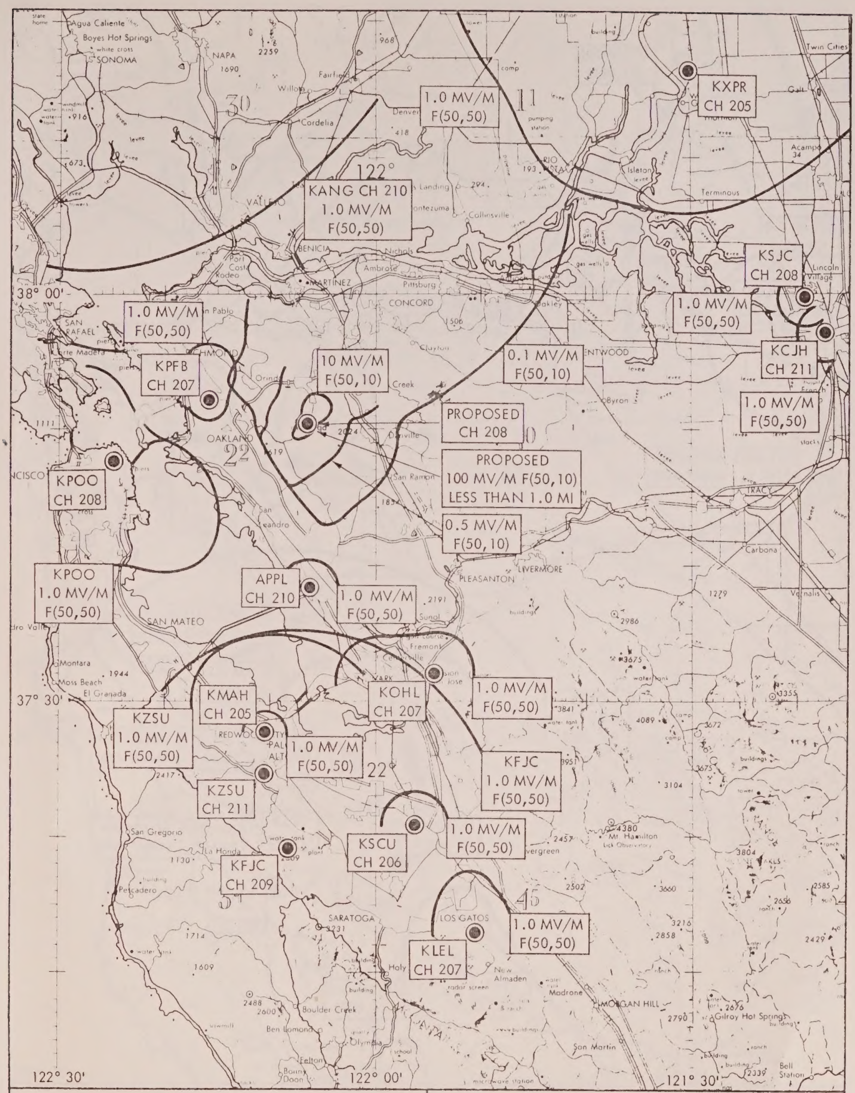
DIFFRACTION LOSS DATA

		Major Obstruction			Receiver		F(50,10)	Diffraction	Resultant
Station	Radial	Distance	Height	Radius	Distance	Height	Field	Loss	Field
KSMC	N 225° E	4.01 mi	1170 ft	610 ft	5 mi	530 ft	59.2 dBu	33.9 dB	25.3 dBu
					6	180	55.8	32.5	23.3
					7	60	53.2	30.2	23.0
					8	50	51.0	28.2	22.8
					9	40	48.8	26.8	22.0
					10	40	47.2	25.8	21.4
	258.9	4.24	1450	260	5	880	51.6	33.7	17.9
					6	540	48.4	32.0	16.4
					7	190	45.8	32.0	13.8
					8	130	43.8	30.3	13.5
					9	50	41.6	29.4	12.2
					10	50	39.6	28.4	11.2
	270	4.50	1490	300	5	1040	48.1	35.3	12.8
					6	580	44.7	33.7	11.0
					7	330	42.1	32.2	9.9
					8	150	39.9	31.2	8.7
					9	90	37.9	30.9	7.0
					10	50	36.1	29.2	6.9
	283.1	4.51	1550	170	5	1300	48.0	27.1	20.9
					6	1220	44.6	24.4	20.2
					7	600	42.0	29.7	12.3
					8	350	39.8	29.8	10.0
					9	200	37.8	29.3	8.5
					10	90	36.0	28.9	7.1
KPOO	78.9	12.76	1450	260	14	930	46.2	27.0	19.2
					15	1000	45.1	22.6	22.5
					16	540	44.1	26.6	17.5
					17	630	43.2	24.4	18.8
KPFB	103.1	4.31	1550	170	4.8	1140	41.5	33.7	7.8
					5.8	700	38.1	33.5	4.6
					6.8	640	35.5	31.3	4.2
					7.8	590	33.2	30.2	3.0
					8.8	630	31.1	29.2	1.9

Hammett & Edison, Inc.
Consulting Engineers

790608

FIGURE 8B


KXPR
CH 205
1.0 MV/M
F(50,50)
KANG CH 210
1.0 MV/M
F(50,50)
KSJC
CH 208
1.0 MV/M
F(50,50)
KCJH
CH 211
1.0 MV/M
F(50,50)
1.0 MV/M
F(50,50)
KPFB
CH 207
10 MV/M
F(50,10)
0.1 MV/M
F(50,10)
PROPOSED
CH 208
PROPOSED
100 MV/M F(50,10)
LESS THAN 1.0 MI
0.5 MV/M
F(50,10)
KPOO
CH 208
KPOO
1.0 MV/M
F(50,50)
APPL
CH 210
1.0 MV/M
F(50,50)
KOHL
CH 207
1.0 MV/M
F(50,50)
KMAH
CH 205
KZSU
1.0 MV/M
F(50,50)
1.0 MV/M
F(50,50)
KFJC
1.0 MV/M
F(50,50)
KZSU
CH 211
KSCU
CH 206
1.0 MV/M
F(50,50)
KFJC
CH 209
KLEL
CH 207
1.0 MV/M
F(50,50)
38° 00'
37° 30'
122°
122° 30'
122° 00'
121° 30'
SONOMA
NAPA
VALLEJO
BENICIA
MARTINEZ
CONCORD
OAKLAND
SAN RAFAEL
SAN MATEO
PLEASANTON
LIVERMORE
TRACY
SARATOGA
LOS GATOS
MORGAN HILL

10 0 10 20
MILES

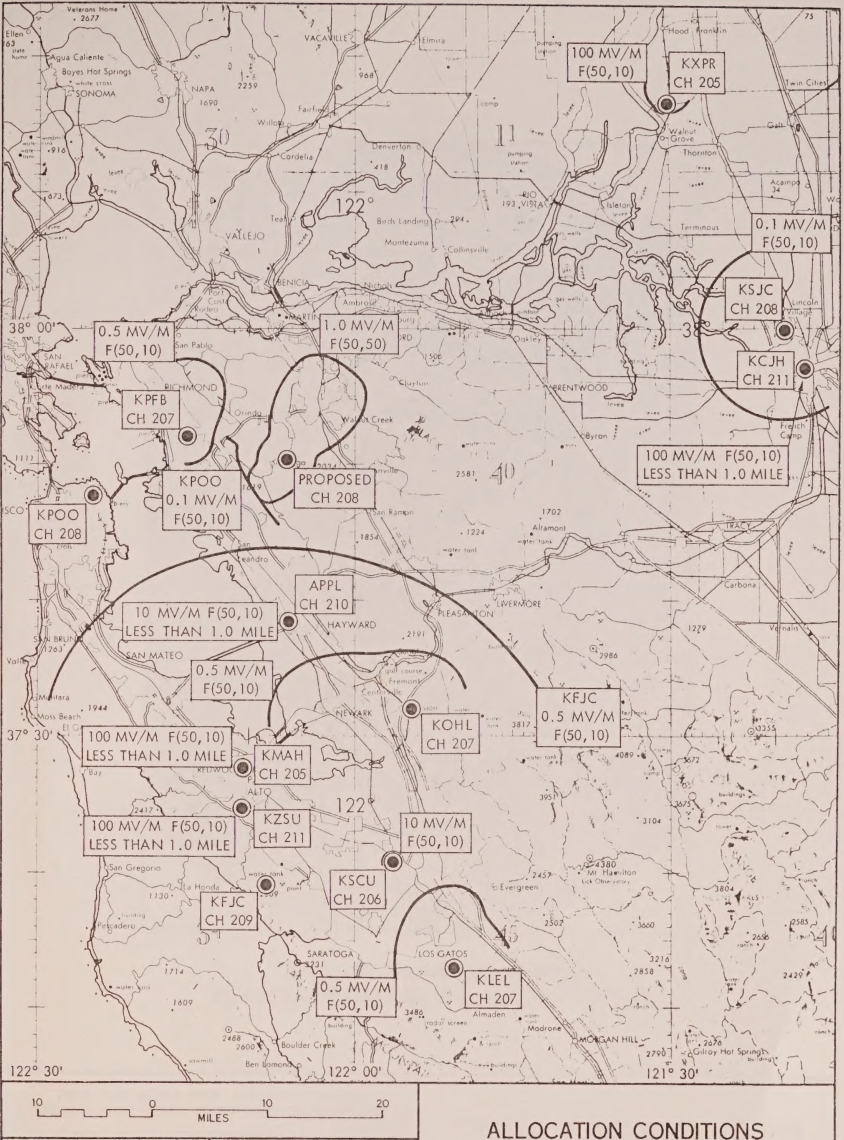
HAMMETT & EDISON, INC
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
MORAGA, CALIFORNIA

ALLOCATION CONDITIONS
PROPOSED CHANNEL 208 TOWARD OTHER STATIONS

790608

FIGURE 8C


100 MV/M
F(50,10)
KXPR
CH 205
0.1 MV/M
F(50,10)
KSJC
CH 208
KCJH
CH 211
0.5 MV/M
F(50,10)
1.0 MV/M
F(50,50)
KPFB
CH 207
KPOO
0.1 MV/M
F(50,10)
PROPOSED
CH 208
KPOO
CH 208
100 MV/M F(50,10)
LESS THAN 1.0 MILE
APPL
CH 210
10 MV/M F(50,10)
LESS THAN 1.0 MILE
0.5 MV/M
F(50,10)
KFJC
0.5 MV/M
F(50,10)
KOHL
CH 207
100 MV/M F(50,10)
LESS THAN 1.0 MILE
KMAH
CH 205
100 MV/M F(50,10)
LESS THAN 1.0 MILE
KZSU
CH 211
10 MV/M
F(50,10)
KSCU
CH 206
KFJC
CH 209
0.5 MV/M
F(50,10)
KLEL
CH 207
38° 00'
37° 30'
122° 30'
122° 00'
121° 30'
122°
VACAVILLE
NAPA
SONOMA
VALLEJO
BENICIA
RIO VISTA
RICHMOND
BRENTWOOD
TRACY
LIVERMORE
PLEASANTON
HAYWARD
SAN MATEO
NEWARK
SARATOGA
LOS GATOS
MORGAN HILL
10
0
10
20
MILES

ALLOCATION CONDITIONS

OTHER STATIONS TO PROPOSED CHANNEL 208

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
SAN FRANCISCO

FM STATION KSMC
CHANNEL 208, 89.5 MHZ
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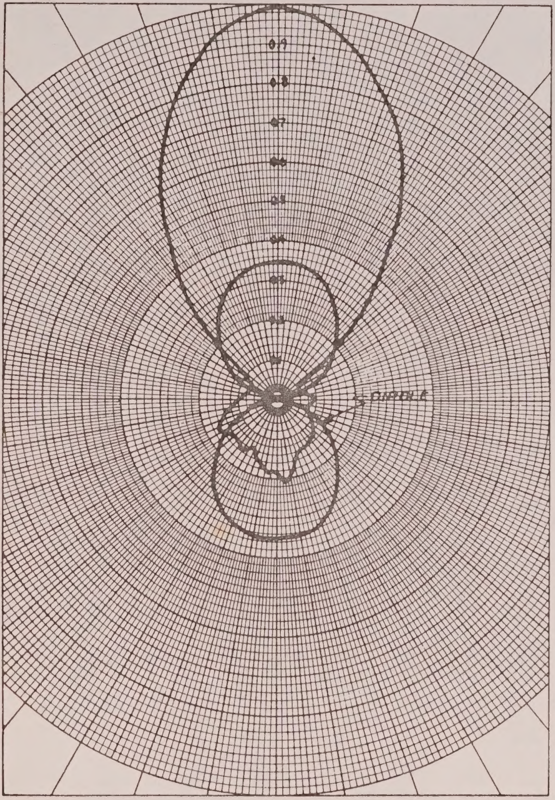
FIGURE 8D



CA5-150 Horizontal Polarity
Horizontal Radiating Plot Relative Voltage

DATA FOR SCALA TYPE CA5-150 ANTENNA
REPRODUCED FROM SCALA RADIO CORPORATION CATALOG

TYPICAL MEASURED PATTERN

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
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FM STATION KSMC
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FIGURE 9A